

# LIFE



GIRL GUIDE—WORLD'S FAIR

MAY 22, 1939

10

CENTS





**A HOME ON THE ROAD**, with a Convertible Bed...with special soundproofing and shock-absorbers to give you living room quiet and relaxation. Such advanced engineering, and styling, adds to resale value.



**NO DUST** to soil, or spoil your trip! Nash's automatic "Weather Eye"\* gives you fresh air, free of dust... rain... insects... chilling drafts!

# A MILLION MILES *From Nowhere*

SOMEWHERE over the blue horizon—beyond the place where the signposts stop—there's a hideaway where dull care can never trail you. A place where bass fight for a bare hook, and the soft air is heavy with pine.

Shut your eyes and you'll see it.

Or—get in a Nash and head it for the hills... it knows the rest of the way. Then you'll see a kind of travel that comes straight from the story of the Flying Carpet.

For the first time in your life, you're going to set a little dial called the "Weather Eye"\*—and drive all day without dust in your face or a draft on your neck.

Carried along on the magic wings of a Fourth Speed Forward\*, you'll see distances dwindle at a terrific pace, but never know the engine is running. You'll never dread a hill, or stop for a bump.

Nothing will stay you—not even those

customary stops for gas. One filling usually takes you all the way to sunset in a Nash.

And for the first time... you're going to end up the day fresh as early morning, with not even the problem of where to lay your head. Just park your car beneath a star—your double bed is waiting in your Nash!

Yes—it's a kind of motoring that not even a millionaire could ever enjoy before. It can make any "out-of-the-way" place an everyday part of your life.

And this proud car can be yours so easily... ten brilliant new models are now priced right next to the lowest.

That wonder-spot won't wait forever. Get in a Nash and get out of town!

Four Series of Great Cars, 22 Models... 10 Priced next to the lowest... Delivered at Factory, as low as \$770. Standard Equipment and Federal Taxes Included.

**\$770**

(\*Optional Equipment—Slight Extra Charge)



Make a change for the better! This 4-Door Sedan, 117" wheelbase, is \$840 delivered at factory, with standard equipment and federal taxes included. (White sidewall tires and rear wheel-shields optional at extra cost.) 1800 dealers from Maine to California to serve you. NASH MOTORS DIVISION, Nash-Kelvinator Corporation, Detroit, Michigan.



**EAT UP DISTANCE**, save up to 20% on gas with Fourth Speed Forward\*. Steering Post Gear Shift\* is faster, "Pick-up" of 15 to 50 MPH in 13 seconds, in high.

*It's that New* **NASH**  
THE CAR EVERYBODY LIKES



# Look what Low Price Buys

## 1939 PLYMOUTH

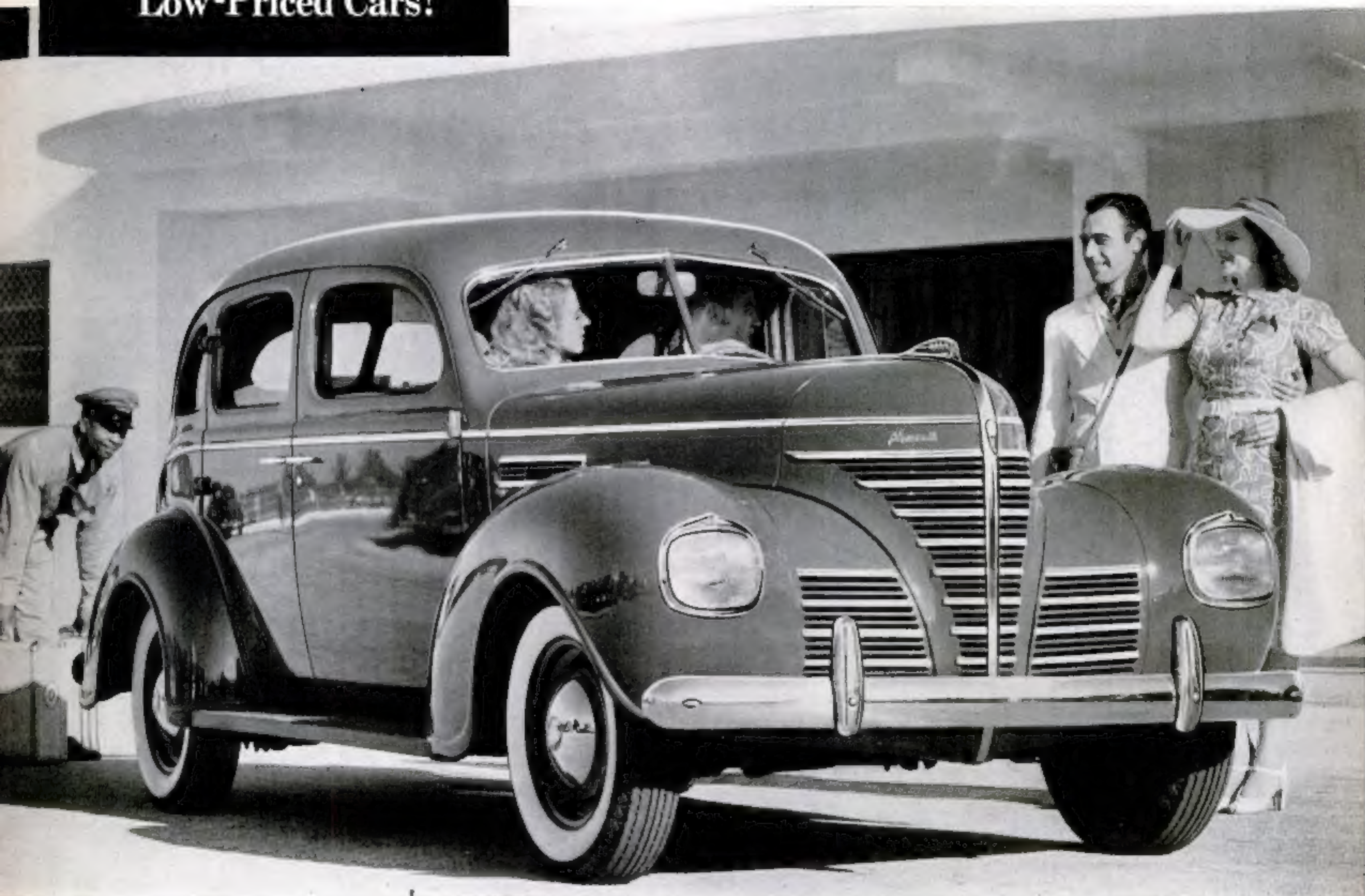
**Biggest, Smartest and  
Thriftiest of "All Three"  
Low-Priced Cars!**

**N**O WONDER there's such a big swing to Plymouth! Look at the size of it—look at its great features... check its amazingly *low price!*

You'll find Plymouth full-powered, yet thrifty. It has the matchless ride of Amola Steel coil springs and Floating Power engine mountings... new handling ease, new safety. Any way you judge, it's the *best buy* ever offered in a low-priced car! PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

**Low Prices Include:** "Detroit delivered prices" include front and rear bumpers, bumper guards, spare wheel, tire and tube, foot control for headlight beam with indicator on instrument panel, ash-tray front and rear, sun visor, safety glass and big trunk space (19.6 cubic feet).

Plymouth prices start at \$645 for the coupe. Prices include all federal taxes. Transportation and state, local taxes, if any, not included. See your Plymouth dealer for local delivered prices.



PLYMOUTH HAS Floating Power engine mountings—the world-famous safety of time-proven Hydraulic Brakes—a completely rust-proofed Safety-Steel Body.

➡ Of leading low-priced cars, Plymouth is 5 inches longer than one...6 inches longer than the other!

➡ Only one of "All Three" low-priced cars with steering-post gear shift on De Luxe models at *no extra cost*.

➡ The only low-priced car with coil

springs as standard on *all models*.

➡ The only low-priced car with a "safety signal" speedometer.

➡ *Every* Plymouth model has the same big, 82-horsepower "L-head" engine, giving full power *plus* economy.

TUNE IN MAJOR BOWES' AMATEUR HOUR, COLUMBIA NETWORK, THURSDAYS, 9 TO 10 P. M., E. D. S. T.



STANDARD EQUIPMENT on "De Luxe" models at no extra cost—Perfect Remote Control Shifting with All-Silent Auto-Mesh Transmission. It's today's finest shifting.

New True-Steady Steering with "softer" clutch and brake pedal action make Plymouth the easiest handling low-priced car.

# PLYMOUTH BUILDS GREAT CARS

THE "ROADKING"  
THE "DE LUXE"





## "PROTECTING THE AMERICAN HOME"



The first circulating library in Vermont, now nearing its 150th year of uninterrupted service, was formed in the township of Brookfield in 1791.

## Earning Knowledge is Power

Many a father in thinking about college for his boy or girl feels like the man who, when asked, "Does college pay?" replied, "No, but father does."

College, to be sure, is not for every boy or girl. But for those who will go with the right purpose, it pays and pays well in after years.

Did you know that life insurance in a company like National Life of Vermont offers the safest and surest of all plans to build up an educational fund for your children? It is safe and sure because the fund will be available whether you live or die. Yet, the cost of it, spread over the years, need not upset your accustomed habit of living.

Why not call in a National Life representative and talk it over with him? It will not obligate you in any

### Do College Graduates Get Ahead Fastest?

The following report, showing average earning power, is based upon a study made by one of the New England States.

1. *The Uneducated Man.* He starts to work at age 14 and at 30 reaches his maximum income, an average of less than \$1200 a year. Since his earning power depends upon brawn rather than brain, his earnings steadily decline from middle age on to a level below that of self support.
2. *The High School Graduate.* He goes to work at 18, passes the maximum of the uneducated man in seven years, and rises to his own maximum earning of \$2200 at age 40.
3. *The College Graduate.* By the time he reaches 28, his income equals that of the high school graduate at 40. He attains in six years what it takes the high school graduate 22 years to accomplish. Since his income depends on mental ability and training which improves with practice, it increases rather than diminishes with the years.

way. Or, fill in the coupon below and mail it NOW for full information.

## NATIONAL LIFE INSURANCE COMPANY

### HOME OFFICE—VERMONT

MONTPELIER,

A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"

CLIP AND MAIL THIS COUPON  
NATIONAL LIFE INSURANCE CO., Dept. 115, MONTPELIER, VERMONT

Please send me information on the following:

- ☐ A college education fund for my children  
☐ Protection for my family ☐ A retirement income for myself

Name \_\_\_\_\_ Date of Birth \_\_\_\_\_

Business or Home Address \_\_\_\_\_

## LETTERS TO THE EDITORS

### Embarrassed Eskimo

Sirs:

On page 88 of the April 24 issue of LIFE, you pictured Dorothy Lamour and Mrs. Valerie Emanuel Ziegler Harwood dressed in "embarrassingly similar dresses."

I wonder whether the little chap to the left of the pictures was also embarrassed (see cut). Surely his costume is alarmingly the same.

NEREIDA FREISEM

Brooklyn, N.Y.

hardly calculated to help them make this distinction.

GERTRUDE KNOPF BRADFORD  
Oxford, N. C.

● LIFE's purpose in publishing the Raemaeker cartoons was to remind Americans of the kind of hate propaganda that proved so effective in the last war and which would surely be used in the next war. If Americans are forewarned they may not be so susceptible again.—ED.



CLICQUOT CLUB BOY, DOROTHY LAMOUR, MRS. VALERIE HARWOOD

Sirs:

Your make-up editor is a genius. You say Dorothy Lamour and Mrs. Valerie Emanuel Ziegler Harwood were embarrassed. How do you think the Clicquot Club Boy in the adjoining column felt?

HILDA Z. LOOK

Los Angeles, Calif.

● LIFE joins in the general embarrassment.—ED.

### Hate Cartoons

Sirs:

With the same violence which I deplore in you, I protest against the German War cartoons in your May 1 issue of LIFE. Thousands must have reacted with the same quick flame of hate I did, at the monstrosities pictured.

Why poison our lives with just such mass hatred and suspicion as the Nazi government would foment on its submerged better elements?

The finest in Germany has already contributed to American life. It can only continue to live in the future if we help it by a positive effort to aid her finer citizens, while taking a firm stand against the rulers under whom they suffer.

MARY MACLEAR

Westport, Conn.

Sirs:

I was horrified, when I turned to page 48 of your May 1 issue, to find the revolting Wartime cartoons.

NELDA K. MEINERS

Evanston, Ill.

Sirs:

You accompany the Raemaeker cartoons with the comment that many Americans of today are finding it difficult to distinguish between Adolf Hitler and the whole German people. Publishing two full pages of illustrations representing the latter as grimy butchers, blood-drinking skeletons, and steel-helmeted hogs is

### Decisive Battles

Sirs:

Your May 8 issue states (p. 26), "San Jacinto has been called 16th among decisive battles of history." Would LIFE list the 15 more decisive ones?

EDITH BIXBY

Watertown, Mass.

● The 15 decisive battles of history, up to Waterloo, were listed in the order of their occurrence by Historian Sir Edward Shepherd Creasy as follows: Marathon (490 B.C.), Syracuse (413 B.C.), Arhela (331 B.C.), Metaurus (207 B.C.), Varus' defeat (9 A.D.), Chalons (451), Tours (732), Hastings (1066), Joan of Arc's victory at Orleans (1429), defeat of Spanish Armada (1588), Blenheim (1704), Pultowa (1709), Saratoga (1777), Valmy (1792), Waterloo (1815).

Clarence Wharton added San Jacinto in a book subtitled *The Sixteenth Decisive Battle*. Gettysburg (1863) and the Marne (1914) are often added as 17th and 18th.—ED.

### DiMaggio

Sirs:

Most interesting and timely was your article on Joe DiMaggio. LIFE most certainly packed a long-awaited four-base wallop in its story of this thrilling ball player.

FRANCIS R. HILL

East Greenbush, N. Y.

Sirs:

To state that DiMaggio is the greatest contemporary ball player is to overlook Joe Medwick of the St. Louis Cards. In his league he is not only considered the best hitter but the leading slugger also. He, too, has hitting instinct.

WILLIAM S. HALPERN  
Philadelphia, Pa.

(continued on page 4)

## YOUR ADDRESS?

IS the address to which this copy of LIFE was mailed correct for all near future issues? If not, please fill in this coupon and mail it to LIFE, 330 E. 22nd Street, Chicago, Illinois.

Effective \_\_\_\_\_ my mailing address for LIFE will be:

DATE

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PLEASE PRINT

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

### OLD ADDRESS

Address \_\_\_\_\_

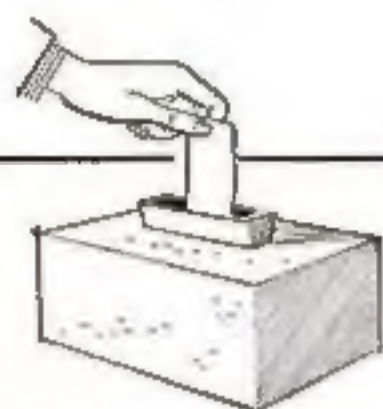
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State \_\_\_\_\_



# Test Your Dental Knowledge!

## THE IPANA QUESTION BOX



In each of the following oral hygiene questions, ONE STATEMENT—and ONLY ONE—is correct. Try to pick the correct one, and remember: each is important to the health of your TEETH and GUMS.



- A. Wisdom teeth are a sign of adult intelligence.
- B. Hard, coarse foods benefit our gums more than soft, well-cooked foods.
- C. The standard number of teeth in a complete adult set is 38.
- D. Our teeth are, like elephants' tusks, made of ivory.

Hard and coarse foods—foods that require vigorous chewing—provide gums with the natural work and exercise they need for healthy firmness. With our present-day soft-food menus, however, modern gums generally need the regular routine of massage. "B" is correct.



- A. Children's teeth are "hard," or "soft," depending solely on inheritance.
- B. A complete set of children's teeth numbers 26.
- C. Many modern children know more about dental care than their parents.
- D. Little girls have "pink tooth brush," little boys—"blue."

In classrooms all over America, children are learning that gum massage—the modern oral health routine—is just as vital to sound teeth and healthy gums as brushing the teeth. Many of these lucky children know more about proper oral hygiene than their parents ever will. "C" is correct.



- A. A bright smile is Aid Number One toward making people like you.
- B. "Oral Hygiene" is the screen name of a new Swedish movie star.
- C. Nobody ever had three sets of natural teeth.
- D. An unpleasant breath is always due to the teeth.

Of all the things that give people a good first impression of you, an attractive, winning smile stands close to the top of the list. And remember this: the sound, sparkling teeth that make your smile, largely depend upon firm, healthy gums. Keep them so! "A" is correct.



- A. This man is a dentist. The "D.D.S." means "Doctor of Dental Science."
- B. Twice a day is enough to brush your teeth, all dentists say.
- C. The prescribed course in modern dental schools is six years.
- D. If your tooth brush "shows pink," your dentist is the man to see.

"Pink Tooth Brush" is a warning of gums grown soft and tender from lack of exercise. But your dentist is the man to tell you if serious trouble threatens—see him at once. Often, however, he is apt to suggest "the helpful stimulation of Ipana and massage." "D" is correct.



- Dentists often recommend Ipana Tooth Paste for children and adults because:
- A. It has an exceedingly pleasant, refreshing taste—almost like candy.
  - B. It is especially designed to aid the gums as well as clean the teeth.
  - C. The tube appeals to almost everybody.
  - D. It stays on brush without sprinkling.

Although it has an exceedingly pleasant taste, the primary reason for its dental acceptance is that Ipana, with massage, was especially designed to help the gums as well as clean the teeth. This quickens circulation in the gums—helps them to a new, healthy firmness. "B" is correct.



- A. "Ipana" is a well-known Latin word meaning "cleanser."
- B. Ipana Tooth Paste is named after a famous Spanish scientist.
- C. Ipana is the largest-selling dentifrice in the United States.
- D. Ipana is consistently and widely advertised for "The Smile of Health."

For some time now, because of the reasons mentioned in this Ipana Question Box, Ipana Tooth Paste has enjoyed the position of America's Largest-Selling Dentifrice! Your own dentist, most likely, is numbered among the thousands who often recommend Ipana. "C" is correct.



SO—WHY NOT step out along the road which these questions and answers have so clearly indicated? Try a tube of economical Ipana Tooth Paste, today. Make Ipana and massage your daily dental health routine—for your smile's sake!

## IPANA TOOTH PASTE

This One



QQEF-K00-57SK



# YOU'LL ENJOY THIS "DIET ON WHEELS"



## Ride the New Light-Weight Bike

Do you put on pounds in the wrong places? Here's the safe, pleasant way to take them off. Ride this new, light-weight bike — built especially for you. Note how easy it is to handle—how easy to pedal. How smoothly it runs. It's amazingly light. Observe how one short ride starts body functions into healthy activity. New rides, new scenes, new adventure—you'll be surprised how *pleasantly*, and how *soon*, daily spins will slenderize you. Call today on your nearest dealer in American-made bikes. Learn how little you need pay to keep waistline down, spirits up.

Visit Cycle Trades Exhibit in Main Building at New York World's Fair 1939



**Keep Trim...Keep Slim...Keep Cycling!**  
**CYCLE TRADES OF AMERICA, INC.**

EXECUTIVE OFFICES • CHANIN BUILDING • NEW YORK CITY

## LETTERS TO THE EDITORS

(continued)

Sirs:

I hate the Yankees but I must admit DiMaggio is the greatest player in the game today—bar none.

BARCLAY COOKE

Paterson, N. J.

### Women in the Olympics

Sirs:

In your May 8 issue you remark that women did not compete in Olympic Games until 1928. Don't tell me, after all these years, that my two Olympic medals won at Antwerp in 1920 are fakes.

IRENE GUEST LOOG

(Member of U.S.A. Women's Swimming Team, Antwerp, Belgium, 1920) Philadelphia, Pa.

● No fakes are Mrs. Loog's two medals. In saying that women did not compete in the Olympics until 1928, LIFE should have excepted swimmers, fencers and skaters. Swimmers competed as far back as 1912.—ED.

### Championne de France

Sirs:

In your issue of May 1, I noticed an article on water-skiing. One photograph shows my daughter, Ruth Cohen, of Toronto, 14 years of age.

The impression conveyed by the caption might indicate that it is merely an



RUTH COHEN

advertisement of a summer resort. Such is not the case. She is the Junior Champion of France in water-skiing for 1938.

In August 1938 she competed in the water-skiing championship held at Juan-Les-Pins, France, and won the title *Championne de France des Dames Juniors*. This is the first time any girl under the age of 17 has ever competed in the championship and won it.

BENJAMIN COHEN

Toronto, Canada

### Youth's Voice

Sirs:

Yes, youth should have a voice!

Reader Dunlap has spoken (in your May 8 issue) for Ohio. May another 24-year-old speak for New England to endorse 100% the sentiments of Reader Dunlap.

Youth in America does not want to take up arms on foreign soil—not because of idealism, cowardice, or disloyalty—but because American youth feels no compulsion, desire nor necessity to do so.

Reader Dunlap has more than adequately expressed the general tenor of the nation's youth. I second his motion.

Why not a poll of the youth (ages 18-35) of America as to its ideas on American participation in a European war?

W. H. SAWYER, III

Worcester, Mass.

Sirs:

You were smart to give almost a column to Arthur W. Dunlap's letter.

IF BUSINESS KEEPS  
YOU AWAY FROM HOME—

# HERE'S TRAVEL NEWS!



**DO YOU KNOW**—you can now commute New York to Chicago—without spending a single night away from home! TWA offers 7 flights a day each way—whenever you want to go!

A New Yorker can board TWA's "Sun Pacer" 8:30 a.m.—be in Chicago 12:35 noon! He'll spend a full afternoon there—take the *Nonstop "Sky King"*—be back in New York by bed—**\$44.95** time! Fare, one way.....

Think of it! Even a coast-to-coast trip takes only *overnight*—via TWA's famous "Sky Chief." You fly the shortest, fastest transcontinental—**\$149.95** tal air route! Fare.....

No tips. No "extras" to pay.  
**10% Discount on Round Trips!**  
Schedules shown are Standard Time.

Transcontinental & Western Air, Inc. L5  
Kansas City, Mo.

Tell me how to plan 14 full days of my 2-week vacation in the places I want to visit—with no days out for travel!

Send FREE BOOKLET on TWA service to both Fairs—with stopovers at Grand Canyon, Boulder Dam.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

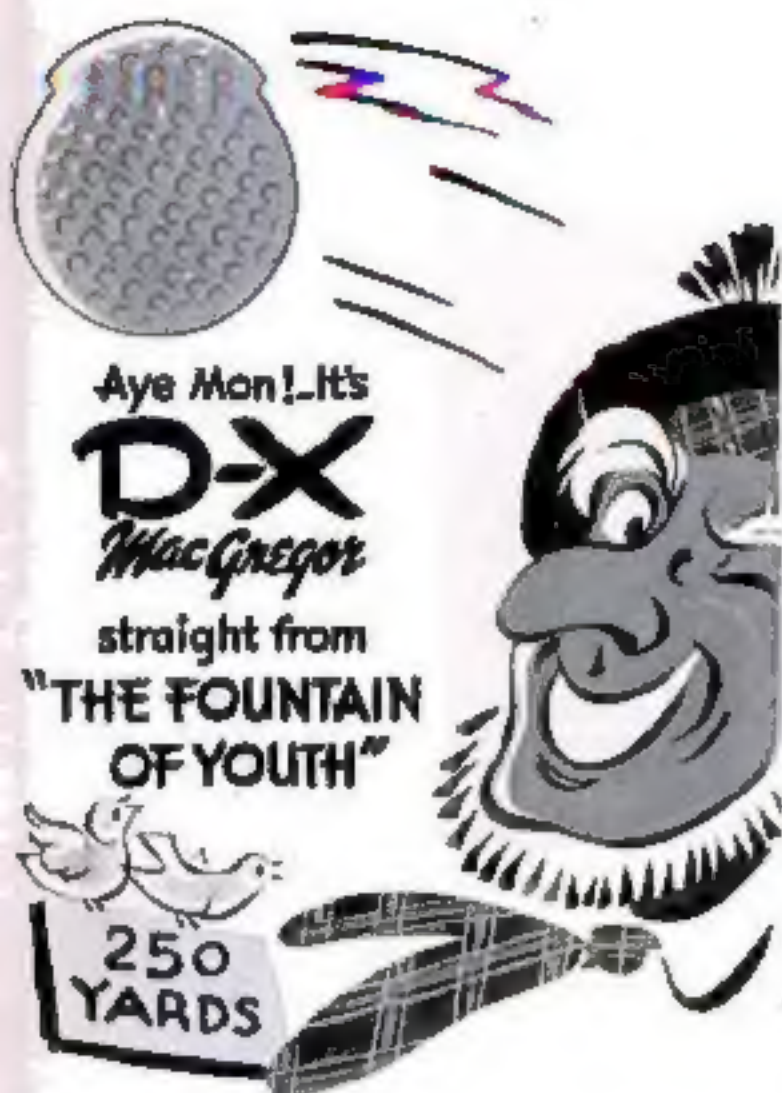
CITY \_\_\_\_\_ STATE \_\_\_\_\_

PHONE YOUR  
TRAVEL AGENT  
OR  
TRANSCONTINENTAL  
& WESTERN AIR,  
INC.  
for details on  
fast service to  
140 major cities

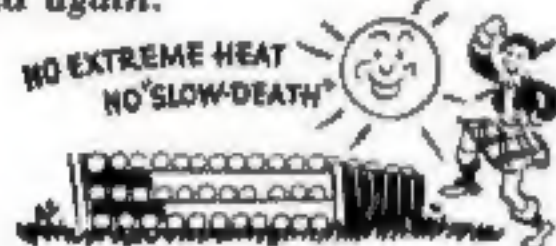


*Shortest-Fastest  
Coast-to-Coast*





D-X means distance in radio and you'll see with your own bonnie eyes that D-X MacGregor means distance off the tee as this radically different ball sails straight and true for yon distance marker—again and again.



D-X MacGregor is entirely different from ordinary golf balls which are "aged" under terrific heat—as a result oxidation eventually causes them to become dry, brittle and easy to cut.

No extreme heat—no sulphur is used in the D-X MacGregor "Fountain of Youth" cure. There's nothing to cause "slow death" by oxidation. In this revolutionary curing process the complete ball is immersed in a life-preserving Mystery Bath—and then exposed to normal fairway temperatures.



The D-X MacGregor Dyna-Dermic cover becomes an integral part of the high-compression winding to seal in—keep fresh—and preserve all the life and power of the super-resilient winding. Be scotch and demand D-X—the ball that merges distance and durability as never before because it's fresh power-sealed with the life-preserving Mystery Bath.

CRAWFORD, MACGREGOR, CANBY CO.  
DAYTON, OHIO  
Clubs • Balls • Bags • Accessories



Personally, I should like to have seen you set it in 72-point Gothic and fill your entire issue with it. It is the most pertinent and best-expressed opinion on the subject I have seen.

ROBERT W. GRAHAM  
Philadelphia, Pa.

Sirs:

By all means let us have a poll of youth. If the thousands who feel as Mr. Dunlap does will go on record in refusing to fight abroad, surely our President will pause and think before plunging us into certain destruction.

ELIZABETH N. ANDERSON  
Philadelphia, Pa.

Sirs:

More power to Mr. Dunlap for having the courage to speak his piece—I'm sure there are millions more who feel as he does. And more power to Representative Osmer, whose bill to send the war-minded politicians into the front-line trenches should be passed, framed and hung in Mr. Roosevelt's executive office.

S. O. PULLMAN  
New York, N. Y.

Sirs:

Arthur W. Dunlap most certainly "hit the nail on the head."

C. E. COPP  
Torrington, Conn.

Sirs:

Here's another 24-year-old from the heart of Maine who stands 100% with Arthur Dunlap.

FRANK A. ANDERSON  
University of Maine  
Orono, Me.

Sirs:

Re Mr. Arthur W. Dunlap's letter in your issue of May 8: does he tell 'em! Oh boy, does he tell 'em! I wish every true American would read that letter.

ROSE GREENBERG  
Birmingham, Ala.

Sirs:

Mr. Dunlap's letter to you (LIFE, May 8) was a masterpiece of youthful common sense and I'll wager 100-1 that it expresses the great majority opinion of all of us who would have to go.

HARRY S. HULL JR.  
Auburn, N. Y.

Pants in the Philippines

Sirs:

See what I found in the April 20 issue of the *Journal of the American Medical Association*:

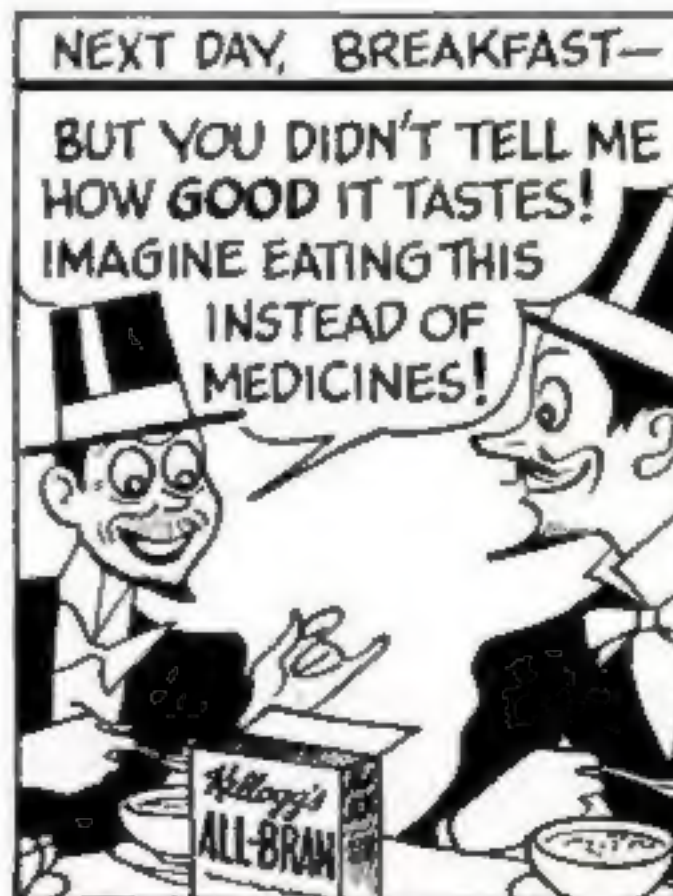
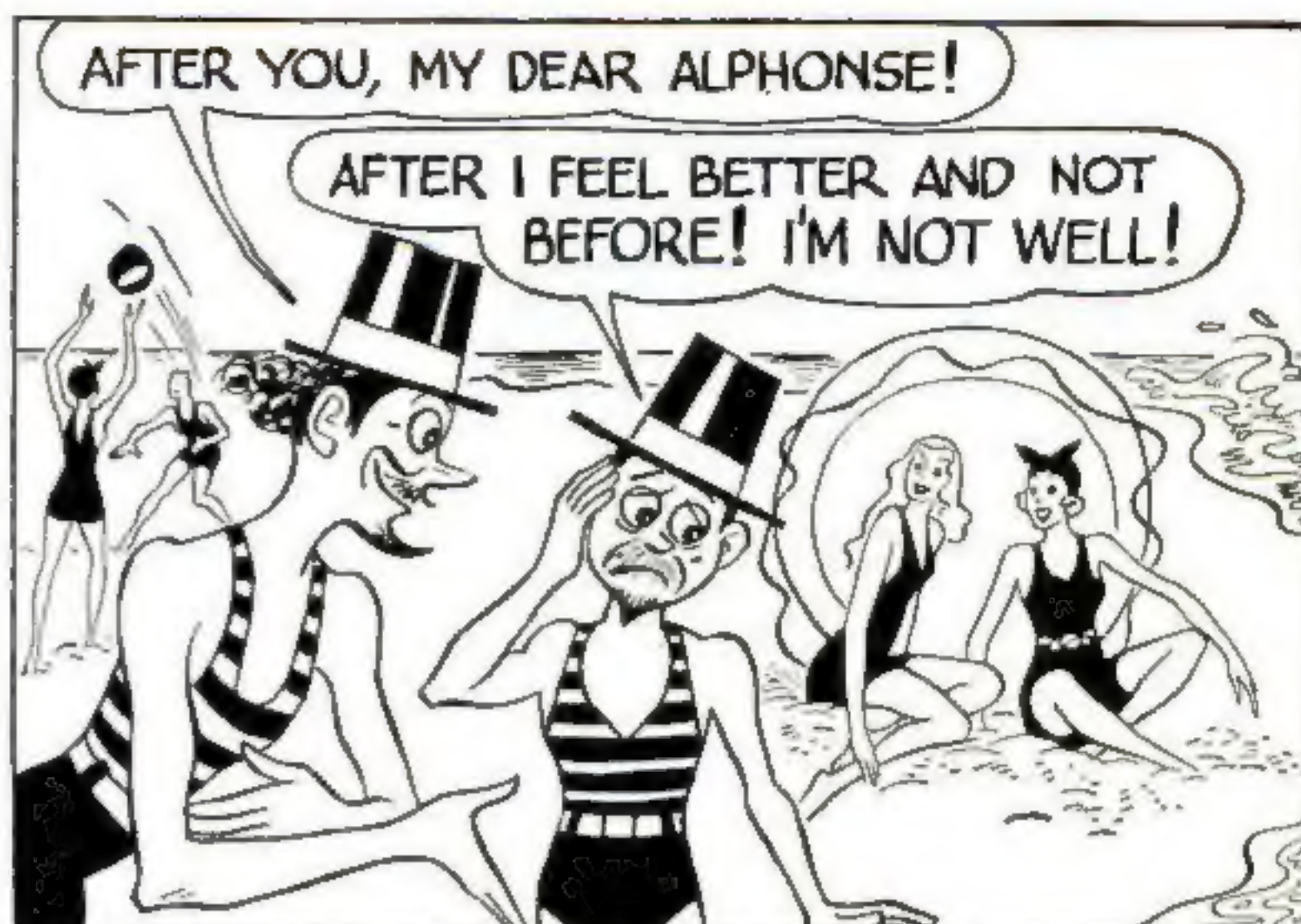
A FILIPINO HAS HIS PRIDE  
From our Baguio correspondent who saw it in the Manila Tribune

Assemblyman Mitra is apparently of the belief that it is a reflection on the Filipino race if LIFE magazine prints pictures of an Igorot buck with naked posterior and Igorot maki in the same state of undress in front. There is no sense in this almost national shame for the bared derriere of a proud Igorot, for what has he that the editors of LIFE haven't got also? At that, the posterior of the meanest Igorot is a thing of beauty. American editors are just envious for we understand that since the landing from the *Mayflower*, rears in North America have been steadily declining in quality, due, we suppose, to degeneration brought about by the machine age.

DR. F. C. KATZENSTEIN  
Salem, Ill.

● LIFE's picture of the trouserless Igorot (LIFE, Feb. 13) was discussed at length in the Philippine Legislature. Assemblyman Pedro Hernaez urged that Igorots be required by law to wear pants. Assemblyman Dominadro Tan suggested an educational campaign to teach the Igorots that if they desire to appear without pants "they may do so only at bathing parties, on the stage, at dances or in nudist camps, as is done in the United States."  
—ED.

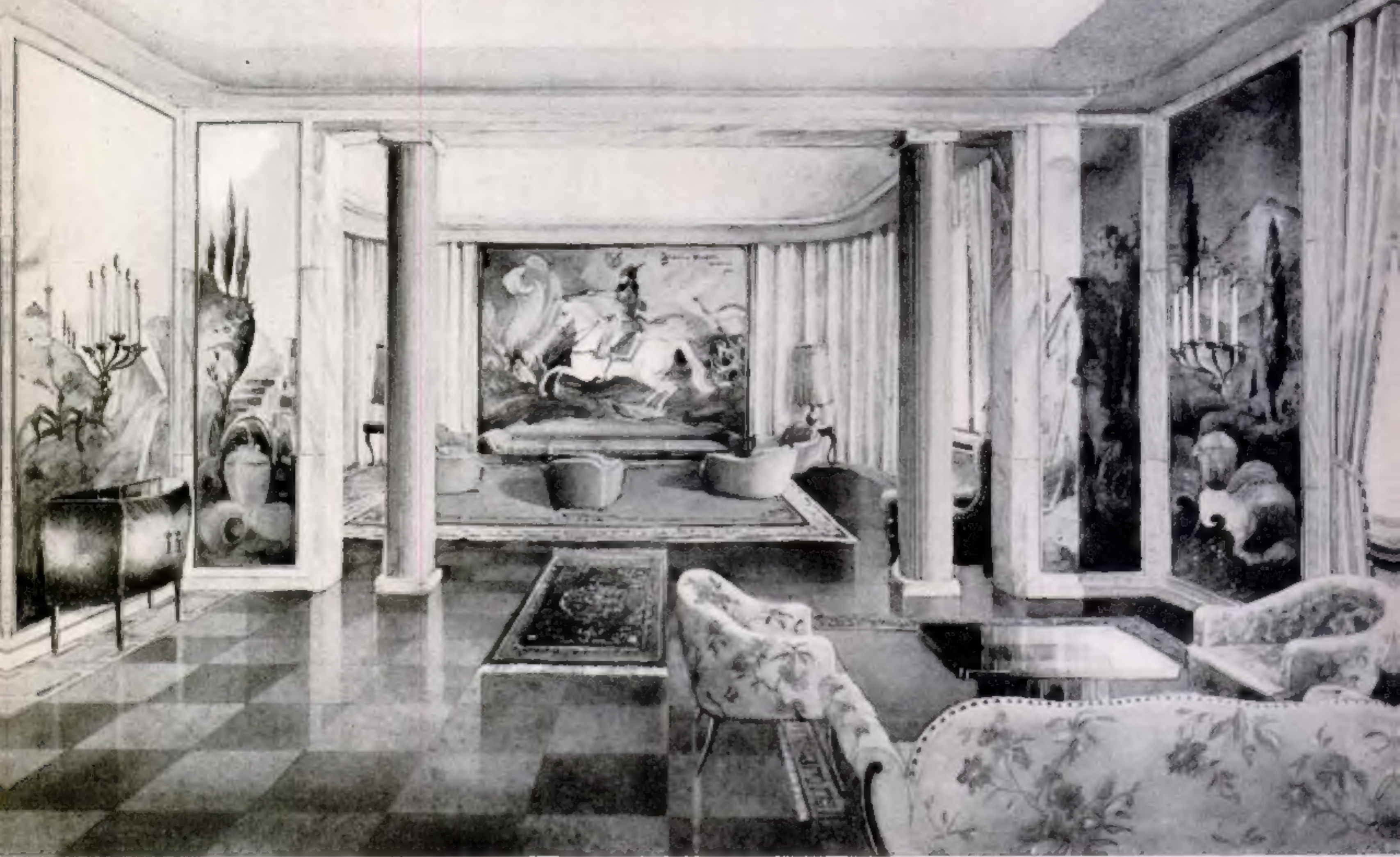
## ALPHONSE AND GASTON AT THE BEACH



Join the "Regulars" with  
KELLOGG'S ALL-BRAN



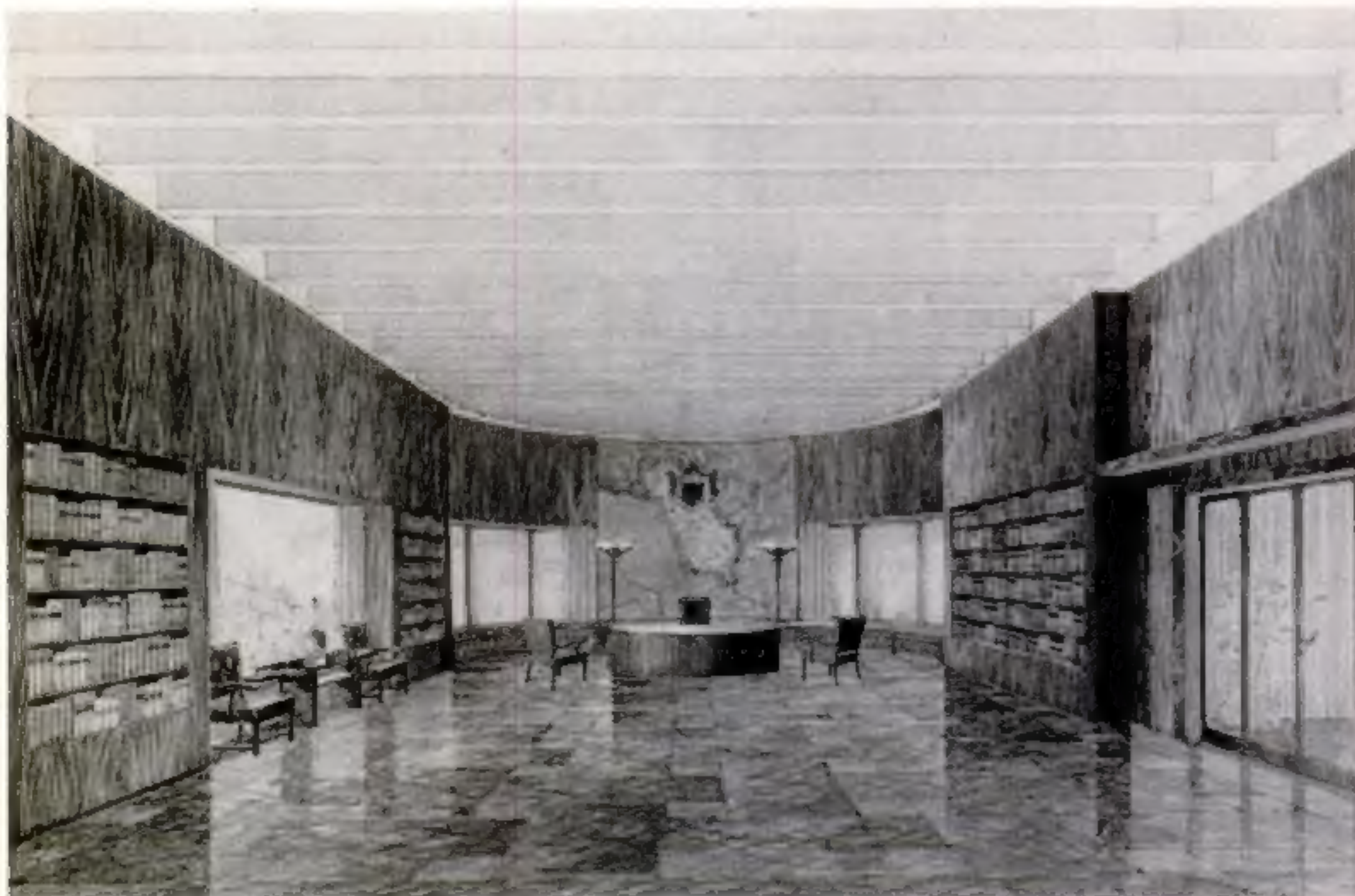
# SPEAKING OF PICTURES...



**Main reception room** was divided into two parts by glass columns, lighted from inside. King and Queen planned to receive formal visitors at far end of room beneath a paint-

ing of Skanderbeg, Albania's national hero who defeated Turks in 1457. Persian rugs, given Zog by the late Kamál Atatürk, were to cover part of the mahogany floor. The

murals depicted historic Albanian scenes and landscapes. There was indirect lighting throughout but candles were kept in readiness in case Tirana's electric power failed.



**The King's study** was to be 20 yd. long. Like Mussolini and Hitler, Zog planned to have his desk at the far end of the room beneath a mural map of Albania and the royal coat of arms.

The desk was to have been the only piece brought over from the old palace. It is 3 yd. long and Zog was superstitious about keeping it. The walls were to be Tasmanian walnut.



**The bar** was to be "the most American-like" room in the new palace. It was the Queen's pet room and she wanted the "soda-fountain" bar stools. The bar and floor were to be marbled.



# ... THIS IS WHERE QUEEN GERALDINE OF ALBANIA AND HER BABY MIGHT HAVE LIVED

Had it not been for Mussolini's invasion of Albania, beautiful Queen Geraldine (*inset*) and her baby son, Prince Skander, would have lived in Europe's most up-to-date palace amid the regal splendor shown in Decorator Bedrich Gerstel's sketches on these pages. At a cost of \$1,500,000, Geraldine and King Zog were building and furnishing a new palace. By the time the Italian troops arrived, the outside of the palace was already complete. Its white-and-yellow marble façades looked down upon peaceful gardens and a cool, artificial lake. The palace would have commanded a magnificent view of Tirana, the capital city, and the faraway countryside which Zog and Geraldine ruled and which one day their baby heir would rule. By September the palace would have been furnished and ready for occupancy.

For the baby prince there was going to be a marvelous playroom, with a fleecy white carpet, a hobbyhorse, building blocks and funny paintings of Mickey Mouse and Donald Duck on the walls. He was going to lie in a beautiful blue-satin crib (*see p. 9*) in a spacious bedroom with hangings of light-blue silk—his mother's favorite color. And in his big white dressing room, next to his private bath, he was going to have a fine, big chest of drawers bearing the royal coat of arms.

For the King and Queen there was going to be a luxurious dining room for 500 guests. In the basement they would be able to entertain friends at an intimate cocktail bar or give parties in a movie theater seating 400 people. On the ground floor of the three-story palace, the royal couple planned to have a marble corridor, running around the four sides of the building and leading off to the King's formal study (*left, below*), the main reception room (*left*), a swimming pool (*see p. 9*) with a bar (*center, below*) and numerous conference rooms. Upstairs



BEAUTIFUL QUEEN GERALDINE, NOW IN EXILE

the Queen was to have a lovely bedroom (*right, below*) and the King was to have an equally sumptuous room with an alcove at one end overlooking the gardens.

This was to be their dream house and the pride of all Albania. Zog and Geraldine had discussed every detail of it. They had never lived in anything like it before. Parvenus among European royalty, the King was a onetime tribal chief and the Queen, daughter of an American society woman and a Hungarian count, had sold postcards in a Budapest museum until she became engaged to Zog. The old

palace in Tirana was uncomfortable for a King, unfit for a Queen. Built 40-odd years ago, it was a rambling villa in the middle of drowsy Tirana, with a dirty, red-tiled roof, peeling stucco walls. It had ten rooms and only one bath. The furniture was a fearsome conglomeration of Empire style, old Venetian and modern French. Most of it had been bought at a large Paris department store. There were only six servants, and dinner usually consisted of minestrone soup, spaghetti, cheese or fruit, coffee and wine. After dinner, guests watched old American movies projected on a flimsy screen in the living room.

To furnish their new palace, they tried first an Italian, then a French, British and finally a Czech decorator. When the Queen saw the Italian's sketches, she criticized them sharply. "Don't let Mussolini hear you say that," said the King, ominously. The Duce lost no love for defenseless Albania and he was annoyed with Zog and Geraldine for spending \$1,000,000 in Government funds (backed largely by Italian loans) to build a new palace and another \$500,000 from their own purse (replenished with Italy's help) to furnish it.

The decorator finally chosen, Bedrich Gerstel, a Czech, had previously decorated part of the Shah of Iran's palace, part of the Hradschin Palace in Prague, the homes of Presidents Masaryk and Ceneš, the U. S. Legation in Prague and 27 other legations and embassies in Europe. He now lives in New York.

Today the empty palace of Zog and Geraldine stands half-finished, overlooking the land they once ruled. The royal couple and their baby heir, safe at last in exile in Turkey, will most probably never see it. They only have sketches like those shown here to help them remember the dream house they were so enthusiastically building. Like castles in Spain, their castle in Albania vanished in thin air.



with a lighting fixture from which neon lights ran up to the ceiling. These would keep changing color to give the effect of a fountain. The bar was to be located at one end of the pool.



The Queen's bedroom was to be lined in 400 yd. of light-blue satin hangings, with a canopy over the bed, which was raised on a dais. The bed cover was to be of lilac toile. The floor,

costing \$7,000, was to be inlaid with ten different kinds of wood. It was planned to put gilded mirrors on the doors so that the beautiful Queen could see herself from the moment she arose.



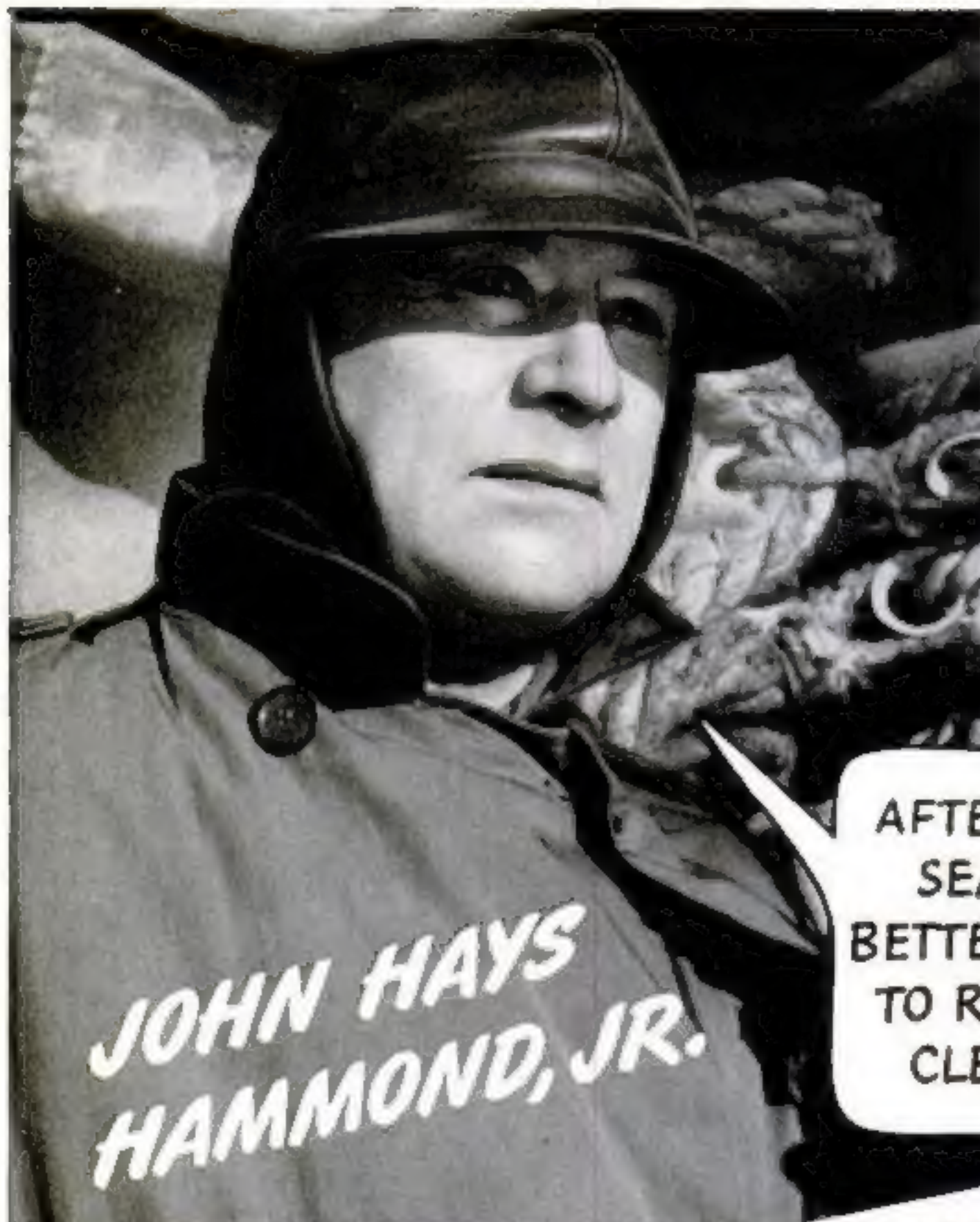
# HEADACHE strains your NERVES

## Take Bromo-Seltzer. Millions do!

With a headache, your nervous system is disturbed. You feel irritable, depressed, find it hard to concentrate.

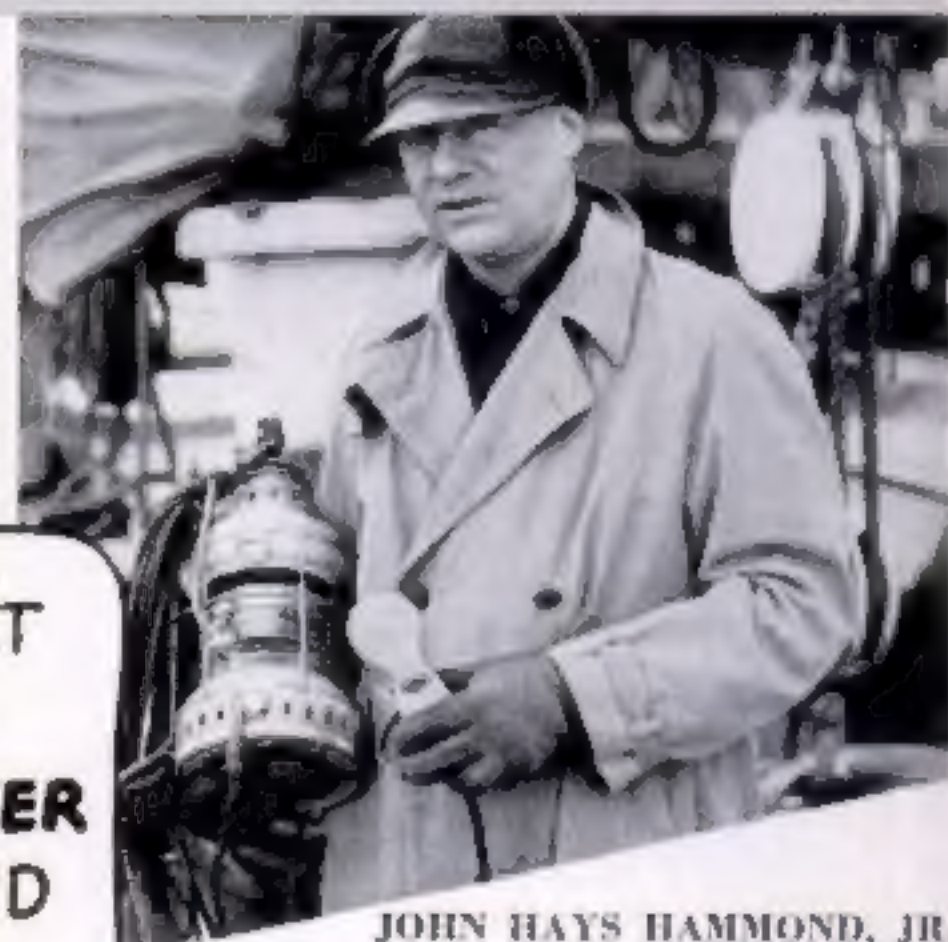
That's why headache is best treated with a special kind of remedy—made to do at least 2 important things . . . relieve pain fast—and steady your nerves.

Bromo-Seltzer does both. Tests by a group of doctors have proved this important fact.



**JOHN HAYS HAMMOND, JR.**

AFTER HOURS OF STRAIN AT SEA, THERE IS NOTHING BETTER THAN **BROMO-SELTZER** TO RELAX THE **NERVES** AND CLEAR AWAY **HEADACHE**



**JOHN HAYS HAMMOND, JR.**, famous inventor, noted for his work on radio control of ships and in the field of radio telegraphy. Above, photographed on his ship, off Labrador, with his new type of fog light. "Bromo-Seltzer has always been in my cabin locker," he says.



#### AIR DISPATCHER

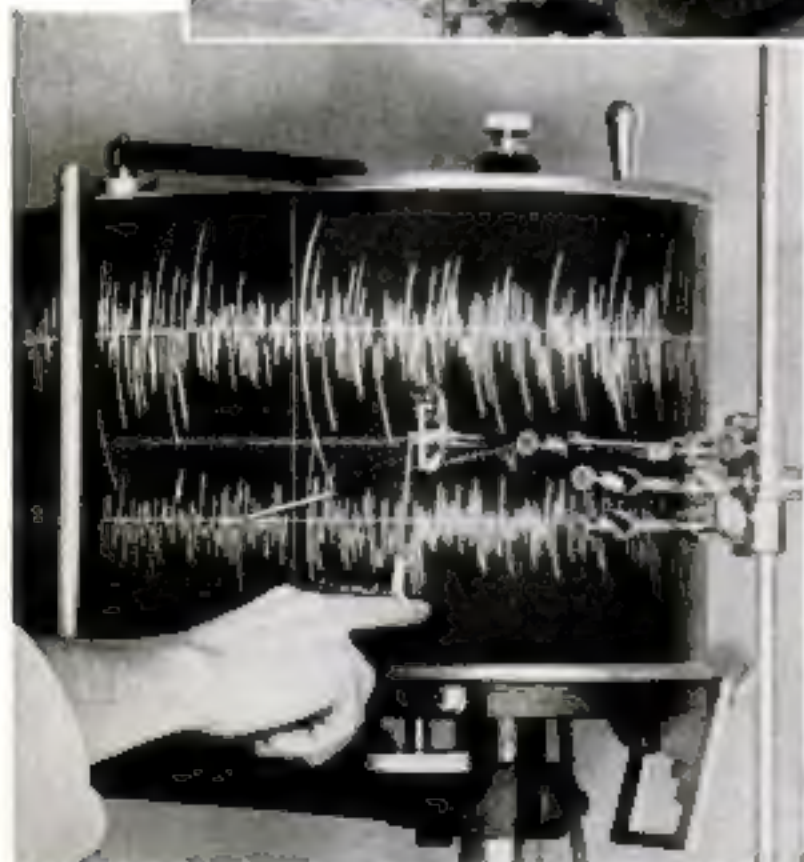
William J. Conrad directs plane traffic by radio at the Newark Airport. He often clears as many as 65 planes an hour, *must* have a clear head, steady nerves. "Bromo-Seltzer helps both headache and jumpy nerves," he says.

Important people everywhere, whose work demands clear thinking, poise, take Bromo-Seltzer for headache.\*

They find Bromo-Seltzer is *more* than a simple pain reliever. It not only eases the pain of headache fast—it also relieves the nervous tension that accompanies headache. It leaves you feeling calmer, steadier, less nervous and irritable.

Next time *your* head aches, just try Bromo-Seltzer. Put a heaping teaspoonful in half a glass of water. It dissolves instantly, tastes refreshing. You feel better *quickly*! Keep it at home always. Buy it at any drug-store—soda fountain.

\*For frequently recurring or persistent headache, see your doctor. To relieve the ordinary headache promptly, take Bromo-Seltzer.



#### NERVE TEST

This machine measures nerve steadiness. The subject's finger is attached to a "writing arm" which he tries to guide along a straight line. The "jittery" arcs (top) were made by a man with headache. The arcs (bottom), made by the same man after taking Bromo-Seltzer, show only a normal deviation from the line—indicate steadier nerves, a relaxing of tension.

When headache comes, think of your nerves—take



IT'S DANGEROUS TO JUMP WHEN YOU HAVE A **HEADACHE**—FEEL TENSE. I TAKE **BROMO-SELTZER**

#### TROPHY WINNER!

Mrs. Alfred N. Beadleston, of Shrewsbury, N. J., owns her own mounts—rides with the Monmouth County Hunt.

# BROMO-SELTZER



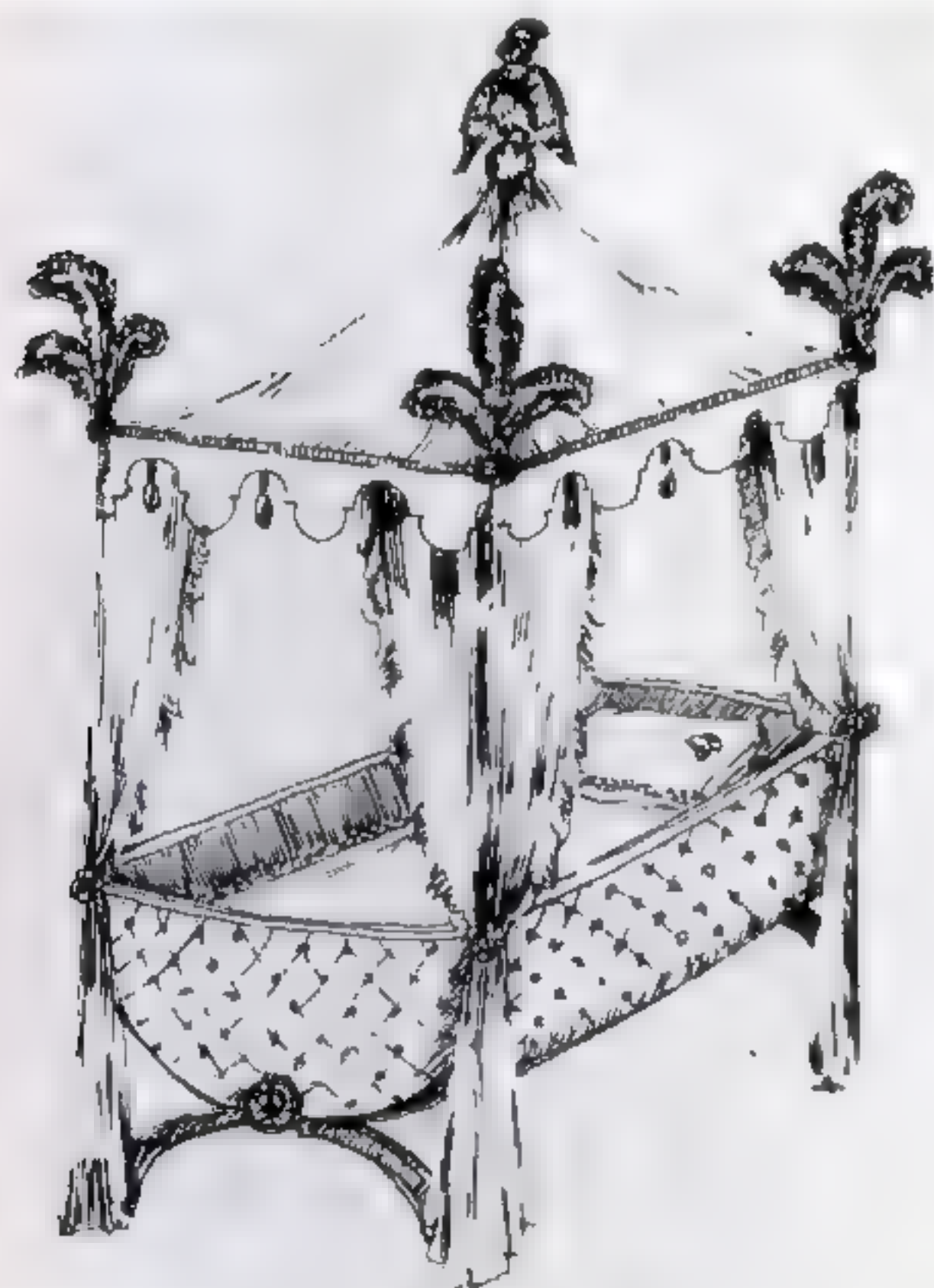


# SPEAKING OF PICTURES

(cont.nued)



Swimming pool was indirectly lighted from below and above. It was surrounded by four huge flower boxes (of gilded mirror) and a gold mosaic with inlaid colored fish.



Baby Prince's crib with Albanian eagle perched on top, of which this is a sketch, was sent by Mr. Gerstel to the Queen. She never got it in her sight from Italiana.



Queen's sitting room was planned to have two vitrines filled with wedding presents. White-maple and walnut floor was to be only American material used in the palace.

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FOR THE Last Word IN VALUE!*

Through all the years that the Florsheim name has been famed for the finest, never before has it meant so much for your money. For today's Florsheims are the finest ever fashioned. In fit and finish . . . in craftsmanship and comfort . . . in stamina and style, these new Florsheims bring you close to half a century of major improvements in methods and materials . . . five decades of development in structure and design . . . an extra dividend in quality for which you pay no premium in price! Illustrated, The GARFIELD, S-848, \$8.75; The MAJOR, S-836, \$10; and The DEARBORN, S-844, \$10.

*\$8.75*  
SOME HIGHER

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Florsheim  
SHOE*

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Makers of Fine Shoes for Men and Women*



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50c SIZE BARCELONA CASTILE SHAMPOO  
FREE WITH 6oz. BOTTLE OF ZONITE



Bottles  
Shown  
Are About  
1/2 Actual  
Size

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*Actually Does The Job!*



**WE MAKE** this generous offer. Go to your drug store today and buy a regular medium size bottle of Zonite and you will get—**ABSOLUTELY FREE OF CHARGE**—a 50c bottle of Barcelona Castile Shampoo. Enough Zonite and Shampoo to last from 5 to 6 weeks!

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The Zonite Dandruff Treatment does what skin specialists say is necessary. (1) It kills dandruff germs at contact. (2) It gives hair and scalp an antiseptic cleansing. (3) It stimulates the circulation. (4) It relieves itchy scalp. (5) It helps to prevent dryness.

This Zonite Dandruff Treatment is easy to use. Just follow the simple directions in the package.

### Facts About Barcelona Castile Shampoo

Barcelona Castile Shampoo is of excellent quality—made with the finest imported olive and other vegetable oils, and used in New York's most exclusive beauty salons. It has a splendid cleansing and beautifying action on hair and scalp.

Be sure to ask for your **FREE** bottle of Barcelona Castile Shampoo when you get your Zonite.

\*Zonite is a clear, colorless, liquid antiseptic—an improvement on the famous Dakin Solution which revolutionized World War surgery.

Standard laboratory tests of 9 popular, non-poisonous antiseptics prove Zonite is 9.3 times more active in killing germs than the next-best product.

Use Zonite for: — DANDRUFF... FIRST AID... SORE THROAT... BAD BREATH... ATHLETE'S FOOT.



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## LIFE'S PICTURES



John Phillips is in South America on assignment to make picture stories for LIFE in all of the leading countries. His first visit was to Brazil.

where he wrangled his way into places never before photographed. He was heading for Terra do Fuego.

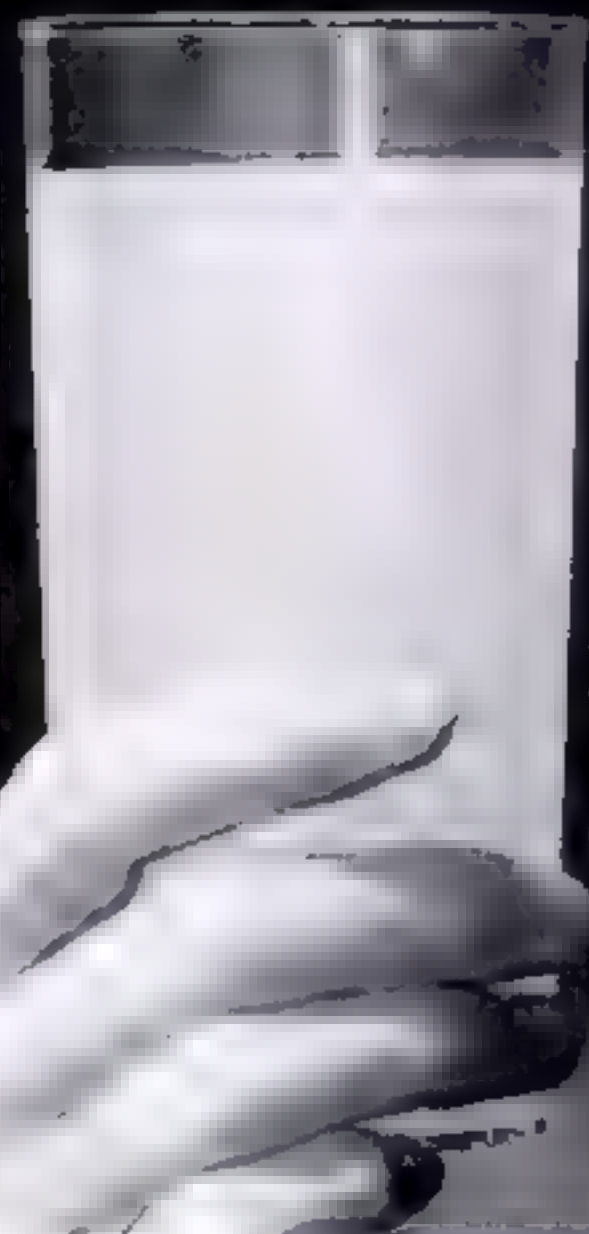
Phillips is a 25-year-old Englishman and his regular job is LIFE's London staff photographer. He took LIFE's Photo essay—entitled *Amazon with the First German Group*—few 7,000 miles over Roraima, taking pictures. LIFE, Jan. 9, and was in Caracas on about two trips.

The picture above shows Phillips in a central and startling manner of South America's great Amazon coffee park. His caption for it is: "What happens to a photographer in the tropics."

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is matched to several subjects credit is rendered picture by picture, left to right, top to bottom, and the by line terms separate dashes unless otherwise specified.

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**HERE'S HOW**  
to enjoy  
grapefruit juice  
all summer long!



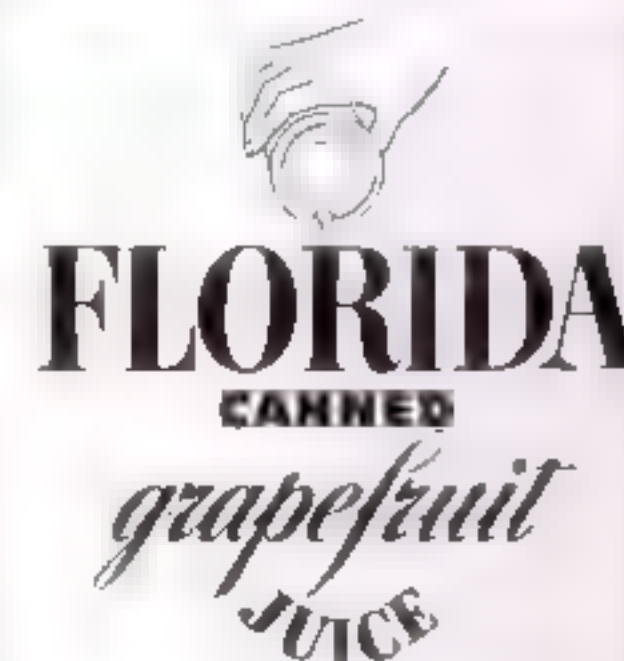
Today, almost all kinds of good things to eat and drink come in cans—ready to be zipped open and enjoyed. And now that includes grapefruit juice!

For, last winter, when grapefruit was at its best, the folks down in Florida put up some of that tangy juice so you could enjoy it right straight through the summer.

It's a grand appetizer for any meal—and a wonderful "alkalizer" at bedtime, particularly after late parties!

Real Florida orange juice now also comes in cans—as well as a new blend of orange-and-grapefruit juice. Keep all three always on hand.

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**"THIS COULD HAVE  
BEEN AVOIDED"**

**T**HERE were almost three thousand sprinkler heads on the pier, but none under the deck . . . their installation had been urged but the owners did not consider the additional expenditure necessary. As luck would have it, the fire started below the deck. Lack of sprinklers and fire-walls below permitted the fire to spread beneath the pier . . . the absence of fire-resistive extensions from the sides of the substructure enabled the flames to reach the superstructure. Within an hour, the entire pier was destroyed. The total loss was more than three-quarters of a million dollars.

The White Fireman\* knows that the best time to fight fire is *before* it starts. That's why his efforts are directed toward advising North America policyholders on the most effective ways to forestall fire . . . with less hazardous conditions bringing the policyholder a correspondingly lower insurance rate.

\*THE WHITE FIREMAN symbolizes the loss-prevention engineering service maintained by this Company to the advantage of policyholders. It is available through any North America Agent or your insurance broker.

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*It's the LIVELIEST  
of all low-priced cars!*

**Chevrolet is first in sales because it's first in styling . . . first in acceleration . . . first in hill-climbing . . . first in all-round quality in its field!**

You're looking at the most popular car in the country . . . you're looking at the leader . . . when you look at this trim, fleet, smooth-riding Chevrolet!

It's the nation's "BEST SELLER"—leading all other makes of cars in sales for the eighth time in the last nine years, with over half a million 1939 models already sold and the demand increasing day after day—until it's now selling at the rate of a car every forty seconds of every twenty-four-hour day!

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You'll find that Chevrolet is first in sales because it's first in value . . . that it holds more thrills at lower cost than any other automo-

bile you can name . . . that it out-accelerates, out-climbs and out-performs all other cars in its price range!

You want to drive the leader! You want to enjoy the extra pleasure of owning the car that is first in sales, first in value and first in economy, too! So please ride the "Best Seller"—today!

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**Every 40 seconds  
of every day,  
Somebody buys a  
new Chevrolet!**

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A GENERAL MOTORS VALUE

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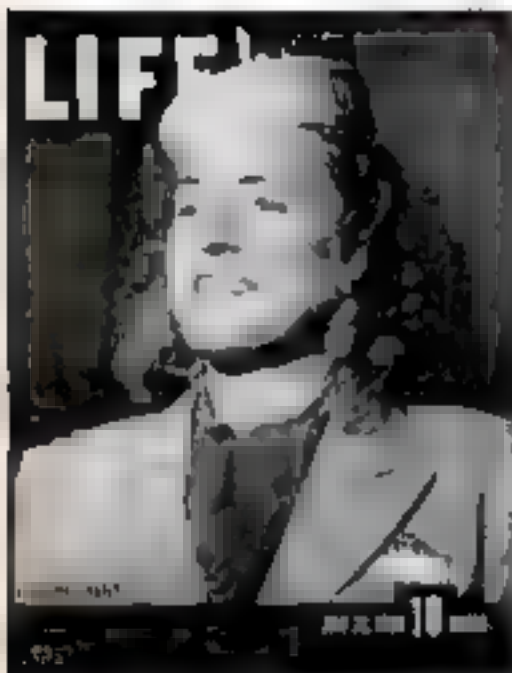


*I'm a one brand woman who knows  
What to look for when buying my hose.  
I need no adviser—  
I just ask for Kayser:  
They're sheer beauty from tops to toes.*

**BE** smart! Do as clever women do, say "Kayser for grand hosiery"! It's luxuriously sheer—but wears like Great Granny's sterling! The new shades are all cued to the latest spring fashions. And Kayser hosiery's made in America . . . a good reason why American girls are famous for their beautiful legs! . . . 79¢ up.

**BE WISER...BUY**  
**KAYSER**

AMERICAN MADE AND SOLD THE WORLD OVER



**LIFE'S COVER.** The Girl Guide on the cover is Barbara Wall of New York who earns \$25 a week guiding visitors around the New York World's Fair (see p. 60). Barbara, who is 21, got the job because she was presentable, healthy, courteous, had good diction, could act enthusiastic. On duty from 8:30 to 5:30 five days a week, she is not allowed to smoke, drink or accept tips. But she is not forbidden to make dates. So far Barbara has made no dates, but sister guides have. Southern girls have been especially successful dating up Harvard boys.

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But what about tire blowouts, one of the most dreaded of all traffic hazards?

The answer is LifeGuards. LifeGuards make sudden tire collapse merely an incident . . . not an accident! That's *real safety* for you, your

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**In New Tires . . . In Old Tires**

LifeGuard safety is economical, too. For LifeGuards, in sizes available, fit any make of tire, new or old. You don't need to wait until you buy new casings! *LifeGuards outwear more than one set of casings!* You can transfer them to new casings . . . or you can put them on a new car. LifeGuards enable you to get as much

as 25% more safe mileage out of your tires.

**A Safety Tire Within a Tire**

LifeGuard is the modern successor to the conventional inner tube. It is a two-ply safety tire built inside an extra-sturdy tube. Should outer casing and tube collapse or blow out, LifeGuard remains inflated, enabling you to bring your car to a safe, controlled stop!

Only Goodyear makes LifeGuards. Goodyear pioneered and perfected LifeGuards . . . proved also by years of satisfactory service in the hands of hundreds of thousands of car owners.

With LifeGuards in your tires, you enjoy the peace of mind that is born of real safety. You're carefree, because you have protected yourself, your family and your car. *You can't get better protection to save your life!*



**CASING FAILS!**



**TUBE BLOWS!**



**SAFE ON LIFEGUARD!**



Your car dealer can equip your new car with LifeGuards—in sizes available—from his own stock, or arrange to have it equipped through local Goodyear dealers or service stores. The slight extra cost can be added to your financing plan or handled on an Easy Pay Plan.

**NOT A TIRE...NOT A TUBE...BUT AN ENTIRELY NEW SAFETY INVENTION!**  
Modern successor to the inner tube, the LifeGuard replaces the conventional tube. It is a 2 ply safety tire inside a tube . . . both inflated through the same valve. If casing and tube fail, front or rear, the inner tire holds air to support the car until it can be brought to a smooth, safe stop. A LifeGuard-equipped car may be readily identified by the yellow and blue valve stems.





FARLEY LAUNCHES TOURING STAMP EXHIBIT, MAY 3



EAGER VOTERS GRASP HAND OF TOURING POSTMASTER GENERAL & DEMOCRATIC BOSS AT COLUMBUS, MAY 21

## ROOSEVELT OR FARLEY IN 1940? JIM FARLEY GOES TO SOUND OUT THE COUNTRY

On June 29, 1931, New York's Democratic State Chairman, who had undertaken the job of getting the Governor of New York nominated for the Presidency, set out from New York to attend an Elks' convention in Seattle. He was gone 19 days. He visited 18 States, met scores of Democratic leaders, tactfully talked up his man's vote-getting record and wangled delegates. At Chicago year later, Franklin Roosevelt rode in to victory on the bandwagon which Jim Farley had set going during that famous trip.

On May 10, 1939, Jim Farley once again set out on a cross-country swing, bound to celebrate Postal Day at the San Francisco Fair. He was scheduled to be gone 18 days, visit 13 States, make 20 speeches. Again, real purpose of his trip was to confer with Party leaders about the 1940 Democratic Presidential nomination. But this time he was going with a se-

rious hope of getting that nomination—if Roosevelt does not want it—for himself.

At first crack, the idea of Big Jim Farley, the glad-handing contractor-political boss, aspiring to the Presidency seems hardly one to be taken seriously. But the serious fact is that the politicians whom he met in 1931, and most of the hundreds of others who compose the great Democratic machine, are now Farley's devoted followers, firmly bound to him by ties of personal friendship and gratitude. And it is they who will be, or will control, the delegates to the next Democratic convention. Influential personal friends are indispensable to an ambitious politician. Jim Farley probably has more of them than any other politician in the history of America. Privately, he estimates his prospects: "I've got as good a chance to be President as any man in the world."





A BACK-PLATFORM BOW AT CLEVELAND, OHIO



A FUR-COATED LADY VOTER GETS A HANDSHAKE IN CLEVELAND

## THOUSANDS OF U.S. VOTERS GET THE PERSONAL TOUCH AS FARLEY TOURS COUNTRY

**G**lad banding his way across Ohio, Illinois, Iowa, Missouri, Kansas, Oklahoma, Texas, Arizona, California and back by way of Utah, Wyoming and Nebraska, Jim Farley will have seen and been seen & heard by countless thousands of voters by the time he finishes his trip on May 26. With every one of them in reach he will have shaken hands. At Columbus alone on his second stop, he shook hands with 2,000 people. In smaller towns he sometimes manages to shake hands with the entire ambulant

population. "People," says Politician Farley, "love the personal touch." On these pages you see some samples of the personal touch as applied by the expert on his current tour. The personal contacts which ground first name-calling Jim Farley has made in eight years of incessant traveling and letter writing around the country have unquestionably diminished the political handicaps under which he would otherwise suffer as a Roman Catholic and an unconnected political boss. In the latest Gallup Poll he



TRAFFIC STOP IN CLEVELAND



PLAIN DEMOCRATS TURN OUT FOR GREETING AT STATION IN COLUMBUS





GIRLS AT RAILROAD TRAINMEN'S CONVENTION LINE UP FOR INSPECTION



YOUNG DEMOCRAT GETS ROOSEVELT'S AUTOGRAPH

ranked second only to Vice President Garner as a popular favorite for the 1940 Democratic nomination.

It was a middle-of-the-road Democrat that Farley will make his strongest bid for the nomination. Political observers now generally agree that, because of conservative opposition, President Roosevelt will be unable to name a New Dealer successor in the 1940 convention. But they also agree that any candidate opposed by the President—as Vice President Garner is almost certain to be—will have slim chance of get-

ting either nominated or elected. Farley shares with Secretary Hull the advantage of being recognized as no New Dealer at heart, but also of having been 100% loyal to Roosevelt in public speech and act.

The experts agree, finally, that one thing would put a quick end to loyal Jim Farley's Presidential ambitions: an announcement by President Roosevelt that he wanted a third term. Both Roosevelt and Farley will know better what the chances of that are when Farley gets back with his current soundings.



MADAM PERKINS WAS ALSO AT DEMOCRATIC WOMEN'S REGIONAL CONFERENCE



FAREWELL TO SHELBY, OHIO



# LIFE ON THE NEWSFRONTS OF THE WORLD

## U. S. woos South America; England woos Russia; Roosevelt balks at business appeasement

The much publicized trade war in South America between the U. S. and the totalitarian nations is examined this week by LIFE in its essay on Brazil. Poor Americans have been so impressed by Brazil as the land of opportunity, that by last week some 200,000 had written the Brazilian Embassy about immigration. Last week the next U. S. Chief of Staff, George C. Marshall, set sail on the cruiser *Nashville*, to fetch the Brazilian Chief of Staff, Góes Monteiro, for an extended inspection of the U. S.



GÓES MONTEIRO

armed forces. Góes Monteiro's army is the chief reliance of the present Brazilian Government. In the May 1938 *putsch* of the Integralistas, the story is that General Góes Monteiro was caught in bed by the rebels, asked for permission to go to the bathroom and came out with a machine gun, firing.

President Roosevelt's Good Neighbor Policy toward Latin America was last week to be translated into cash also for Nicaragua, Paraguay and Chile. Nicaragua's President Anastasio Somoza was in Washington getting \$5,000,000 to build Nicaraguan roads. But the headaches that always accompany U. S. dealings with South America were last week provided by Bolivia's offer to sell Germany the oil confiscated from Standard Oil. Bolivia's idea is to supply not only Germany with oil but also Argentina, Brazil, Chile, Paraguay and Uruguay, seriously cutting into U. S. business. First step was to fire American technicians and hire Germans.

**Heroes.** Last week, in high disgust, Hungary's most distinguished politician, ex-Premier Count Stephen Bethlen, quit politics saying, "In a world where politicians seek to arouse hatred, where time has swept on placing the unworthy in responsible positions and where he who would criticize is considered a public enemy, it is hopeless to appeal to the nation's conscience. Only those who breakfast on Jews, lunch on aristocrats and after dinner deal out fortunes and properties not belonging to them are national heroes. I am no match for them." A cheerful note, however, was sounded by Germany's Labor Front Leader Ley, who said that compared with the alarms in other nations "the German people are a choir of angels singing in Paradise."



BETHLEN

**Sides.** Europe busily went on choosing sides last week for the next war. Germany and Italy decided to stand together in war and peace, in all circumstances, without limitations, at the end of a long meeting at Milan between their Foreign Ministers, von Ribbentrop and Ciano. Yugoslavia, in the person of its Regent Prince Paul, paid a friendly visit to Rome. England finally persuaded the Turks to announce their cleavage to the democracies' side, in case anybody attacks Rumania, Palestine or Egypt. England agreed to buy Turkish goods in case Germany, now Turkey's best customer, stops doing so. Germany's cunning offer of non-aggression pacts to all the little northerners who want to stay neutral

was turned down last week by Sweden, Norway, Denmark, Finland, Latvia, which had accepted the offer, began to back out.

Soviet Russia continued to be the sphinx of Europe. Joseph Stalin had asked the question: "What if Germany wins the next war in eastern Europe? Will the democracies then keep on fighting for Russia?" Britain's answer seemed to be that Russia must take care of itself, just as Britain and France propose to take care of themselves in the west. In that case, Russia replied, it may have to occupy Estonia, Latvia, Lithuania and Finland as "precautions." Britain's Prime Minister Chamberlain announced in Commons that Russia need not fight until after Britain has jumped in and told Germany that the use of force in Danzig would start a "general conflagration" into which Britain would certainly jump.

**Maverick Comes Back.** Last year, despite warm support of Franklin Roosevelt, Representative Maury Maverick, "LaGuardia of the West," was beaten for re-election by the machine of Mayor C. K. Quin of San Antonio. Last week, turntable fashion, the jovial, wisecracking Maverick, in a hot municipal election, took Mayor Quin's own job away from him.

Punned the loser: "I was run over by a herd of stampeding mavericks."

Promised the winner: "I'm going to be a stuffed shirt. I got beat for Congress for not being one."

**Traps.** The Englishmen of Ramsgate found last week that they could get their whole population of 33,600, in case of air raids, into a tunnel in the nearby chalk cliffs (*see cut*). It made, they said, the best bomb shelter in England. No such luck had the 2,000,000 citizens of China's new capital of Chungking, still smoldering after the worst air raid in history. Some 5,000 people had been killed. Vast areas of the city burned to the ground. Generalissimo Chiang Kai-shek started digging a tunnel in Chungking's high rock that will hold perhaps 100,000 and limited the future population of the city to a quarter of a million.



RAMSGATE TUNNEL

**End of Appeasement.** President Roosevelt early made it plain that he hotly resented the word "appeasement" as applied to the big talk of "help Business" and "let's pull together for Recovery" with which the New Deal began 1939. Last week it looked as if the President was now balking not simply at the word but at the whole idea. One more New Deal resolution to meet Business half way was petering out, it appeared, in a resurgence of the urge to Reform.

In the six years since Franklin Roosevelt began trying to revamp the stalling U. S. economic machine, not all American businessmen have been content to sit back on the sidelines and call the President a --- for his pains. Some of Business' brightest heads have gone to Washington to lend a hand. Their prime interest has been in getting the machine going again as quickly as possible. One by one, they have run up against the dominant urge of Roosevelt and his favorite advisers to rebuild the machine. Thwarted, most of them have left the field. The list includes Lewis Douglas (mining), Thomas Jefferson Coolidge (banking), S. Clay Williams (Camels), George



MORGENTHAU & HANES

Peck (farm implements), Hugh S. Johnson, Tom K. Smith (banking), George Sloan (cotton), Joseph P. Kennedy (who skipped out to London), others. And U. S. Business, after six years, is still in the doldrums. On May 9, General Robert E. Wood resigned as special adviser to Secretary of Commerce Hopkins, ostensibly to get back to his duties as board chairman of Sears, Roebuck, but reportedly in discouragement.

Latest of the top-notch businessmen who decided to help instead of bellyache was John W. Hanes, a leading Wall Streeter. He went to Washington in 1937 as a member of SEC, last year moved on to become Under Secretary of the Treasury. He has specialized in working out a plan of tax revision which would encourage businessmen to risk capital in new enterprise. Backed by his studies, Secretary Morgenthau last February took the lead in urging Congress to remove business-detering taxes, offered the Treasury's hearty co-operation.



MAVERICK

Last week President Roosevelt, entering fundamental objections to the Treasury plan, definitely took his Administration out of the lead for business-helping tax revision. While the Treasury might submit its studies to Congress as "suggestions," he announced, the initiative and responsibility for tax revision must belong entirely to Congress.

Since the Treasury's tax plan has been almost the only specific New Deal move toward business appeasement, that era seemed pretty definitely ended. Washington observers agreed that the Corcoran-Cohen-Jackson-Murphy school of Presidential advisers was once again in the ascendant, that new crackdowns and reforms were in the offing. Some were prepared to be unsurprised to see Under Secretary Hanes, and perhaps Secretary Morgenthau himself, soon go the way of their businessman predecessors.

### PICTURE OF THE WEEK

Secretary of Commerce Harry Hopkins, lover of horse-flesh and good society, was photographed on May 6 as he straddled a fence at the swank Virginia Gold Cup race at Warrenton, Va. Waiting for him were his friends Franklin D. Roosevelt Jr. (*right*), Mrs. John Hay ("Lux") Whitney (*center*) and Count Jerzy Potocki, Polish Ambassador. On May 8, returning to work after a long siege of intestinal flu, Hopkins seemed to be climbing back into the New Deal reform fold after stepping out as the champion of business appeasement in his speech at Des Moines last February. Publicly, he refused under persistent questioning to say whether he still stood by what he had said at Des Moines. Privately, he asked friendly newsmen to stop linking his name with the Morgenthau-Hanes Recovery group.





The Secretary of Commerce takes a fence at Virginia race





Coal miners stopped work in nine eastern States on April 1 when contracts between union and mines expired. At first,

only 320,000 were idle. As negotiations reached an impasse Lewis called out 150,000 more. In a few places there was

violence. But mostly, as in Bethel, Pa., *above*, the miners simply sat peacefully and waited for word from Lewis.



## JOHN L. LEWIS WINS A BIG LABOR VICTORY

### BUT STRIFE-TORN LABOR IS LOSING THE PUBLIC'S SYMPATHY

The whistles at the pit heads of soft coal mines began to blow on May 12. The men who for six weeks had been sitting idle about the mining towns got up gladly and went back to work. In New York City, after a deadlock broken only by an ultimatum from President Roosevelt, John L. Lewis' United Mine Workers of America and the soft coal mine operators reached agreement. Into a contract operators inserted a clause limiting them to hire only U. M. W. members.

It was a great and badly needed victory for John Lewis. *Left*. To win it, he was willing to throw 450,000 miners out of work and brave the public's wrath over a coal shortage. By gaining the closed shop clause, he stopped dead a possible American Federation of Labor raid on U. M. W. This mine union is the backbone of Lewis' C. I. O. and he did not want A. F. of L. to harry and weaken it. The C. I. O. has had troubles enough—the secession of the rich International Ladies' Garment Workers' Union, the

riot on in United Automobile Workers and the attack on the National Labor Relations Act, Labor's Magna Carta, by A. F. of L.

But however justifiable Lewis' stand in the mine contracts was, the coal shortage it produced further irritated a public already much irritated by labor strife. There is obvious evidence of public displeasure. Three Federal States—Wisconsin, Minnesota, Oregon—have passed laws severely restricting labor's rights. More evident than ever was the need for peace between C. I. O. and A. F. of L.

This need was best expressed in this statement: "There is no difference between members of C. I. O. and A. F. of L. They both want the same things. It is now to be determined whether or not labor, as I understand it, is sufficient intelligence to effectuate a program of co-operation and unity." The man who said this was John Lewis. He said it in 1937. In the two years since little has happened to prove that Labor's leadership has the intelligence Lewis said it needed.

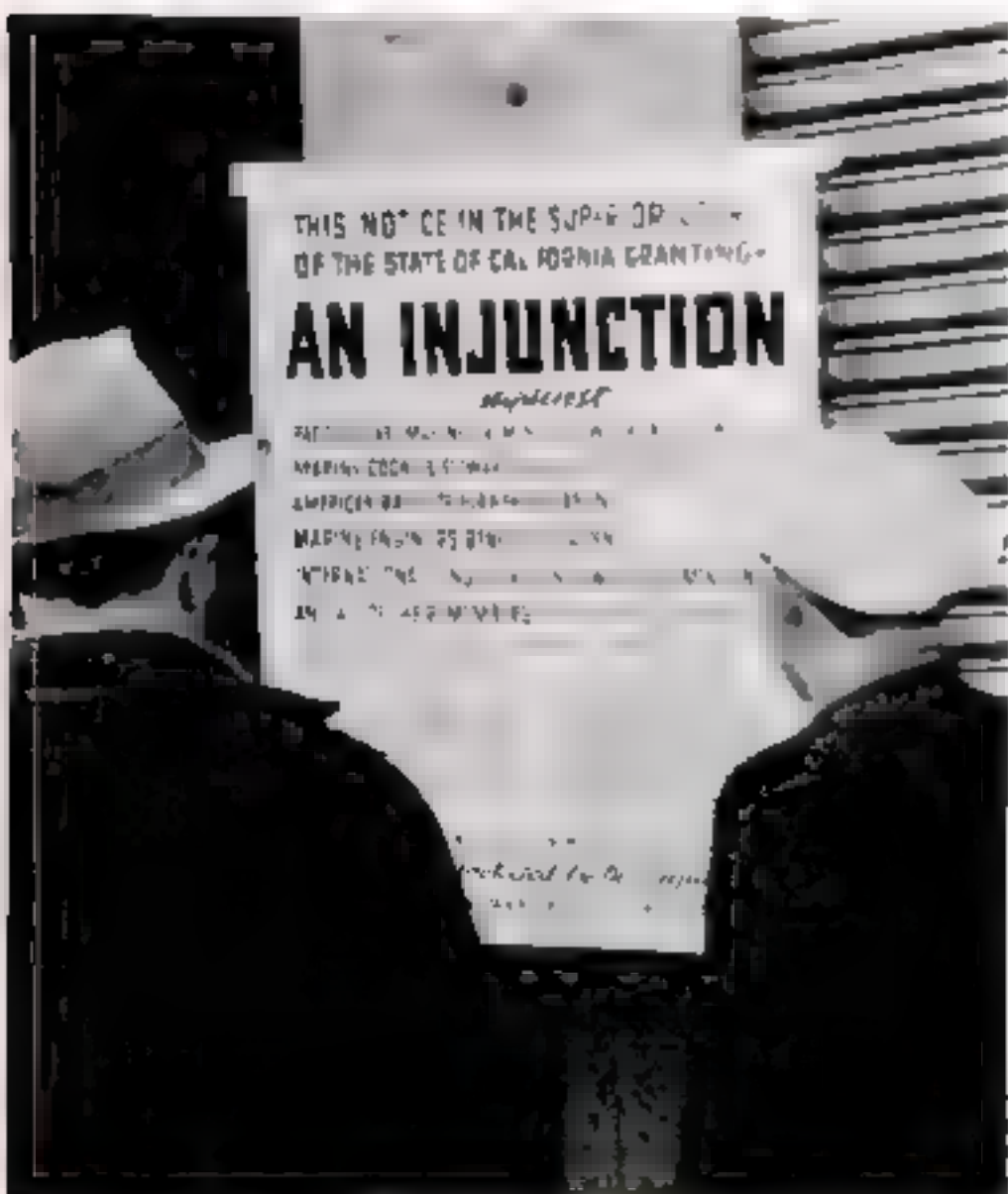




Police broke up picket lines around a coffin factory in Erie, Pa., when C.I.O. pickets attempted to keep members

of the Erie Casket Co. independent union from going to work. Only 71 workers were involved here. But such small

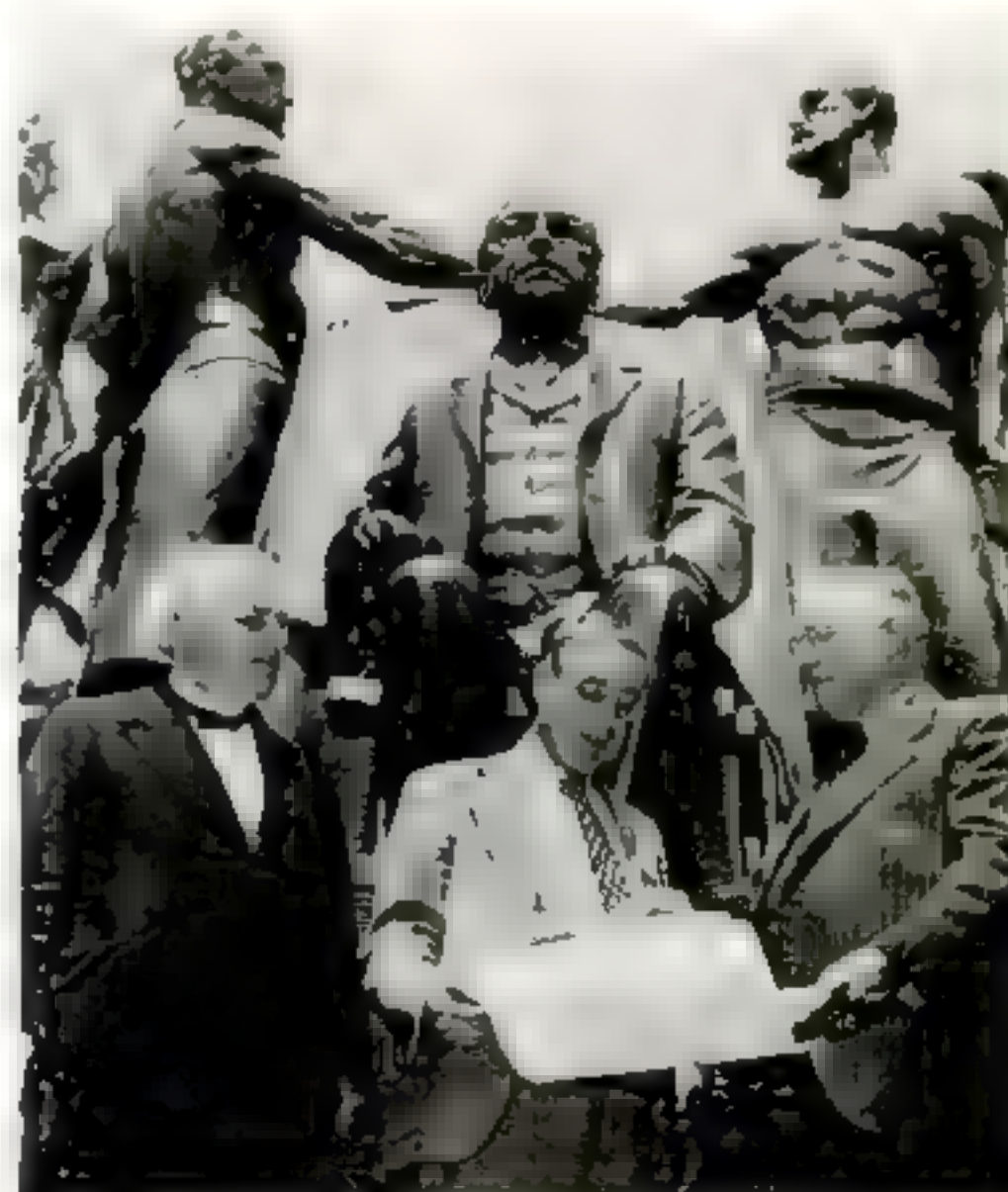
disputes as this, concerned not with working conditions but with union jurisdiction, act as irritants on the public.



In San Francisco, six maritime unions were enjoined from picketing in their strike against conditions on Matson ships.



In New Philadelphia, Ohio, Marie Ashrom hit her baby's dress in grief. Her husband was killed picketing at a mine.



In Washington, D. C., William Green (right) gave the A. F. of L. charter to Francis Gorman, dissident C.I.O. textile unionist.





## HUGE CHICAGO FIRE AFFECTS THE PRICE OF WHEAT

**C**hicago, city of bad fires, last week had its worst fire in five years. For 24 hours a spitting, scorching inferno raged over an area a quarter of a mile square as five huge granaries went up in flame. Nine died, 23 were injured, 4,050,000 bushels of grain were destroyed, sending grain prices up in the Chicago wheat pit. At the fire's height, two

fireboats, 100 pieces of apparatus and 450 firemen fought frantically to stem the frenzy of the flames. Possibly started by the explosion of dust, the fire announced itself with a fearful explosion that hurled the top of one grain elevator 100 ft. in the air. When the walls collapsed, spectators claimed they could feel the rush of hot air a quarter of a mile away.







# YOUNG COMMUNISTS "GET IN GROOVE" AT PARTY RALLY

In New York's Madison Square Garden on May 11, before 20,000, members of the Young Communist League staged the opening of their Ninth National Convention with a flourish that sought to combine the salient features of Karl Marx, Billy Rose and Grover Whalen. For several years Communists have soft peddled revolution, waved the American flag, ballyhooed American institutions and fads. Last summer they held a bathing-beauty contest in The Bronx (LIFE, Aug. 13). Last anyone confuse them with superseded Nazis, they turned jitterbug and continued to stomp vigorously even after the jitterbug began to decline in public favor. To date they have not been reported trying the Lambeth Walk.

Feature of the Garden rally was a revue entitled *Swing America* that gave a class angle to both swing and love. Sample lyrics:

"Hump and wass are the fashion  
 And a strut, strut and your passion  
 You can't be in love  
 You can't be in love that to you had  
 Well, well, well, your love,  
 But he gets change  
 You're not to be up three square meals a day  
 'Cause you can't be in love on  
 an empty tummy."



**No. 1 Communist Browder** watched young antics solemnly. Not so long ago, party policy ran lenient—bourgeois but eh.



**Sociological swing** conveyed the thought that love is fine but even in spring a young man's fancy may turn to thoughts of

food. Later to the tune of *Alexander's Ragtime Band* youngsters sang, "Come on Along, Come on Along and join the Y.C.L."



**Communist eats** punished each other with the energy of class-unconscious collegues. Marxist interpretation of *lunch table*

lean below. The woman symbolizes capitalist society, supported by the worker, who in turn is crushed in seignior's grip of greed.





## JAPAN RESPONDS TO U. S. HONOR TO SAITO'S ASHES

Into the harbor of Yokohama on April 17 steamed the U. S. cruiser *Astoria*, bearing the ashes of the late Ambassador Hiroshi Saito home to Japan. This rare honor—a personal idea of President Roosevelt's—was a master stroke of diplomacy. It was greeted throughout Japan by a national outburst of gratitude to the United States.

The Japanese, who venerate the dead, received Saito's ashes in silence, but far from silent was their welcome to the *Astoria*'s crew. Stores and theaters were bedecked with flags. Tokyo officials and U. S. Ambassador Grew had to warn the people severely that an outright celebration would not square with American ideas of a funeral. Even so, they piled up gifts of swords, dolls, pictures and pearls at the American Embassy.

The demonstration was evidence of how much Japan really values American friendship. The Japanese people have been more grieved than their Government will admit at America's stern disapproval of the Chinese campaign. They were only too eager to interpret the President's gesture as a blanket approval. Even when their newspapers told them that this was too good to be true, they were overjoyed at the first expression in years of American sympathy.

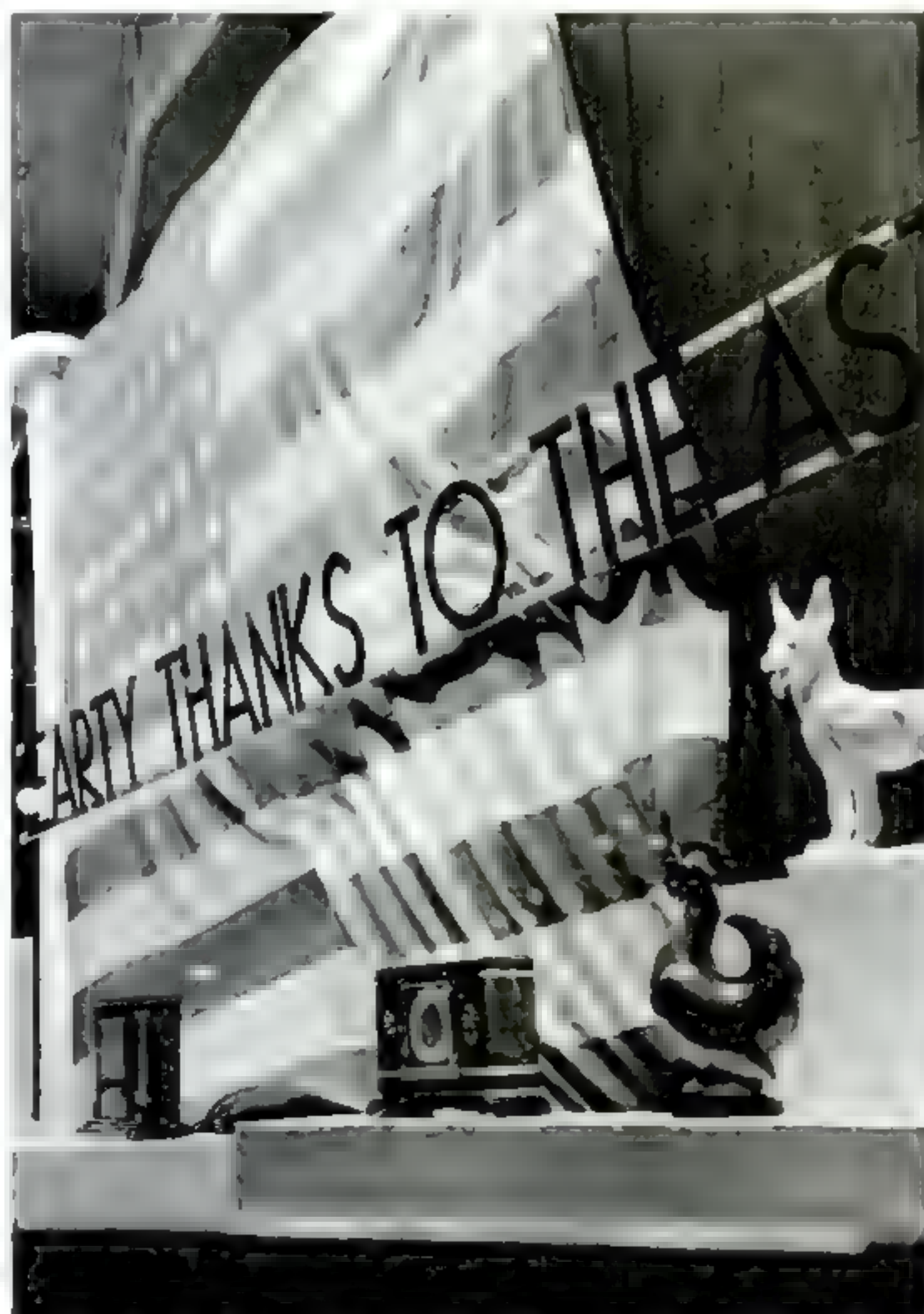


In the family shrine at his mother's home, Saito's mother, widow and two U. S.-born daughters sit before the urn in its tiny pagoda. The widow and daughters preceded the

urn containing the ashes on its six-week journey to Japan. On the tier are placed all the things that Saito loved in life, including a bottle of Old Pur, his favorite whisky.



In a Tokyo theater, this Japanese actor takes part in an elaborate entertainment for the American sailors of the U. S. S. *Astoria*. Tokyo citizens went on like this for two days.



In a store window a U. S. flag and sign proclaimed "Hearty thanks to the *Astoria*." Another storekeeper got 5,000 signatures in a book expressing gratitude to President Roosevelt.



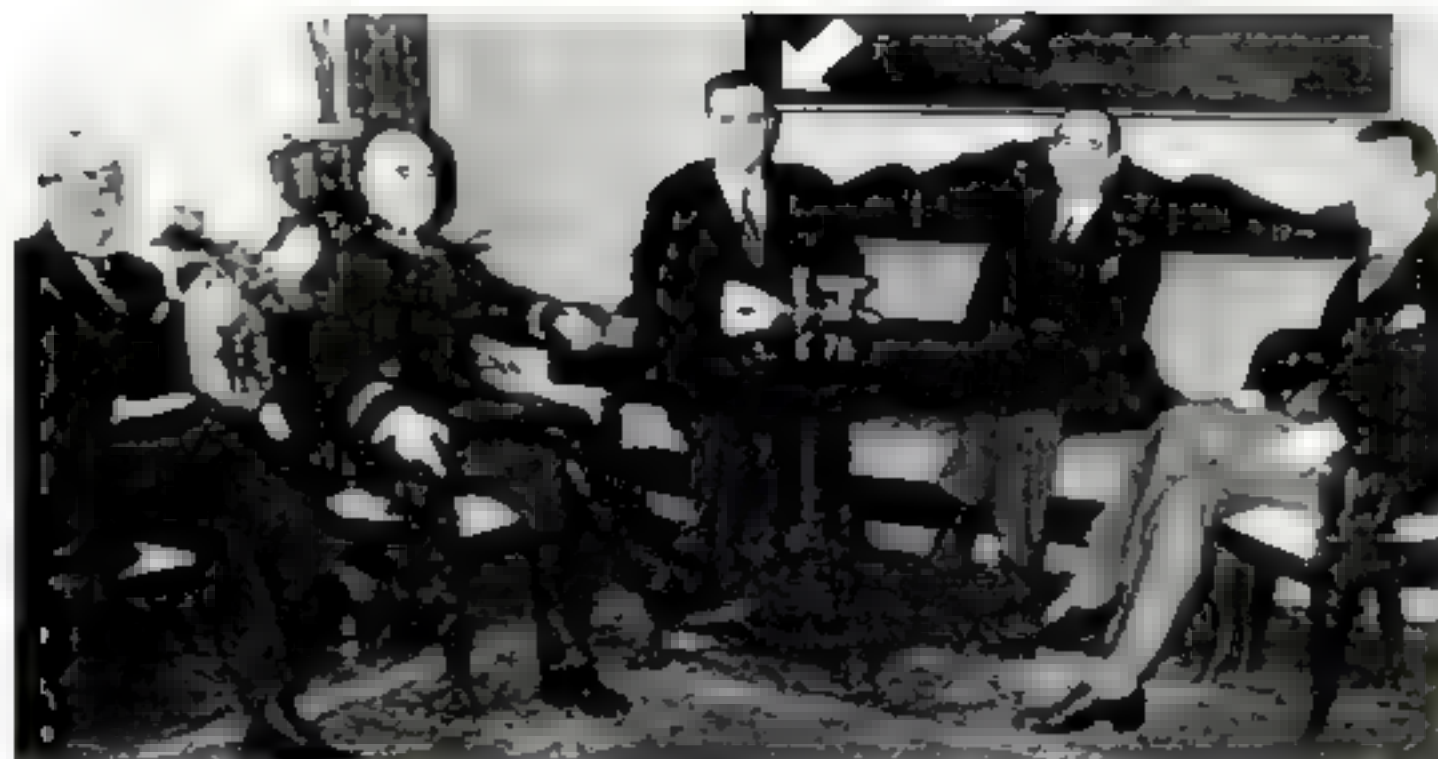
# THE AMBASSADOR OF RUMANIAN OIL

## TOURS THE CAPITALS OF EUROPE

Quietly zigzagging between Europe's capitals last month was a man who holds key to the next war. That is Rumanian oil. Germany's planes and tanks are useless after a month or so if Germany cannot get oil. In March, Germany bullied Rumania into a trade agreement that put German capital and technicians into Rumanian oil wells. Last week, a British trade commission lent Rumania \$23,000,000. And Britain gave Rumania a flat, one-way guarantee of her independence against German aggression. Behind scenes, battle for Rumanian oil is a decisive prelude to War.

The man who moved warily through this high intrigue was Rumania's handsome young Foreign Minister Grigore Gafencu. On April 8, he went to see the Turks; on April 17, the Poles; April 18, the Germans; April 21, the Belgians; April 23, the British; April 26, the French; April 30, the Italians; May 3, the Yugoslavs and on May 6 he was back home in Bucharest. Gafencu's objects are to keep his country from being a battlefield, make the best oil and wheat deals he can. The success of his trip was measured by his feat in leaving everybody more or less happy.

The British called M. Gafencu "a first-class man." His great-grandfather was a Scot named Saunders who went to St. Petersburg to arrange the Hermitage Museum. M. Gafencu's father moved to Rumania, added the name Gafencu to Saunders. M. Gafencu runs two successful newspapers, lives in a Hollywood-Morocco villa with a French wife, floodlights his trees at night and serves fruity Rumanian champagne in beautiful glasses. Below, marked with arrow, he meets Germany's Foreign Minister von Ribbentrop, once a salesman for metallic German champagne.



1 In equally nervous Poland, Rumania's Foreign Minister Gafencu (arrow) is flanked by, from left, Poland's Dictator Marshal Smigly-Rydz and its Foreign Minister Josef Beck.



2 In Berlin, Gafencu puts on uniform of Rumanian cabinet member, gives Rumanian Roman salute and reviews an honor guard of Hitler's bodyguards with Ribbentrop (left).



3 In London, his words make Britain's long-faced Foreign Secretary Lord Halifax gloomily pull an ear. Britain wants to be nice to Rumania, but doesn't want it to cost too much.



4 In England, Gafencu here reviews a detachment of the Royal Air Force; also flew in a new Blenheim Bomber. In the War he was a pilot and won the British Military Cross.





**5** In Paris, Gafencu, with Rumania's Ambassador to France Tatarescu (left), calls on the French Foreign Minister, Georges Bonnet, gets Grand Cross of the Legion of Honor.



**6** He reviews French Garde Republicaine at the Arc de Triomphe. The French Government has largely trained, armed and financed the Rumanian Army and France is an old ally



**7** He packs his much-packed-and-unpacked bag in Paris' smart Hotel Meurice for the start of the long trip home.



**8** After keeping out of sight most of the time, his French wife appears in the doorway of their Paris hotel suite



**9** The impressive luggage with which a European Foreign Minister goes traveling is wheeled through the hotel



**10** Next to last stopover was in Rome where he was received by Italy's Foreign Minister Count Ciano, later

saw Mussolini. They both complained that Britain and France are now getting more Rumanian oil, Germany and

Italy less. Italy needs Rumania's oil nearly as badly as Germany, is not satisfied by its newly conquered Albanian wells



## U. S. CONSERVATION PROGRAM SAVES DYING TRUMPETER SWAN, BOOMS FECUND ELK



### TRUMPETER SWAN LIMBERS UP

In 1984, U.S. biologists took a census of trumpeter swans (largest of all migratory waterfowl), found only 50 left in the U.S., all at Red

Rock Lakes, Mont. (above). A program of re-propagation was immediately begun. Last week conservationists reported there were 170



### TRUMPETER SWANS ARE SHY

Incontinent slaughter annihilated the heath hen and carrier pigeon. Today, only strenuous efforts can prevent extinction of the California

condor. But the trumpeter swan will probably be saved. Shy, beautiful, dignified, it spreads its wings 8 ft., sounds like a French horn.



### ELKS JAM WYOMING VALLEYS

Not since 1890 have so many elk roamed the Rockies. Despite the lively operation of hunters seeking heads, hides and meat, their num-

bers have increased. At Jackson Hole, Wyo. (above), U.S. Biological Survey puts out 26 tons of food a day. U.S. elk population: 175,000.



# CLEVELAND POLICE ★ ★ MOTORIZED

## MOBILE PATROL OF INTERNATIONALS COVERS CITY DAY AND NIGHT

Cleveland's Emergency Mobile Patrol, a fleet of speedy, specially equipped International Trucks, is already famous for increased police protection, faster service, quick response. The brilliant performance of this mobile patrol of twelve Internationals is equal to that of the carefully trained officers of the Mobile Patrol duty. Working men are ready for any emergency, day or night. Each automotive unit, combining speed and comfort, has been specially equipped for its purpose... here.

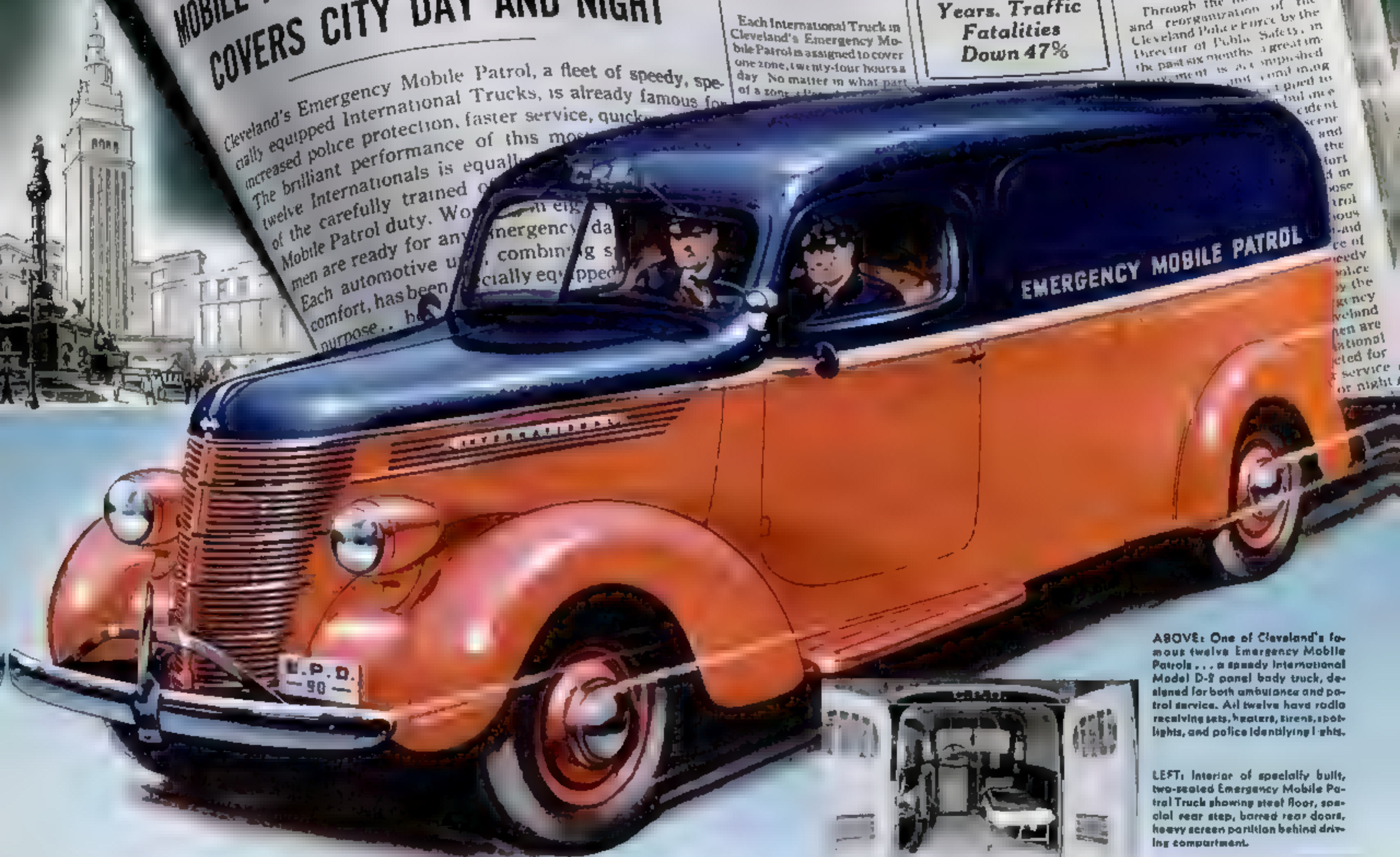
### City Divided Into Twelve Zones

Each International Truck in Cleveland's Emergency Mobile Patrol is assigned to cover one zone, twenty-four hours a day. No matter in what part of a zone a crime occurs,

**Crime Records  
Lowest In 10  
Years. Traffic  
Fatalities  
Down 47%**

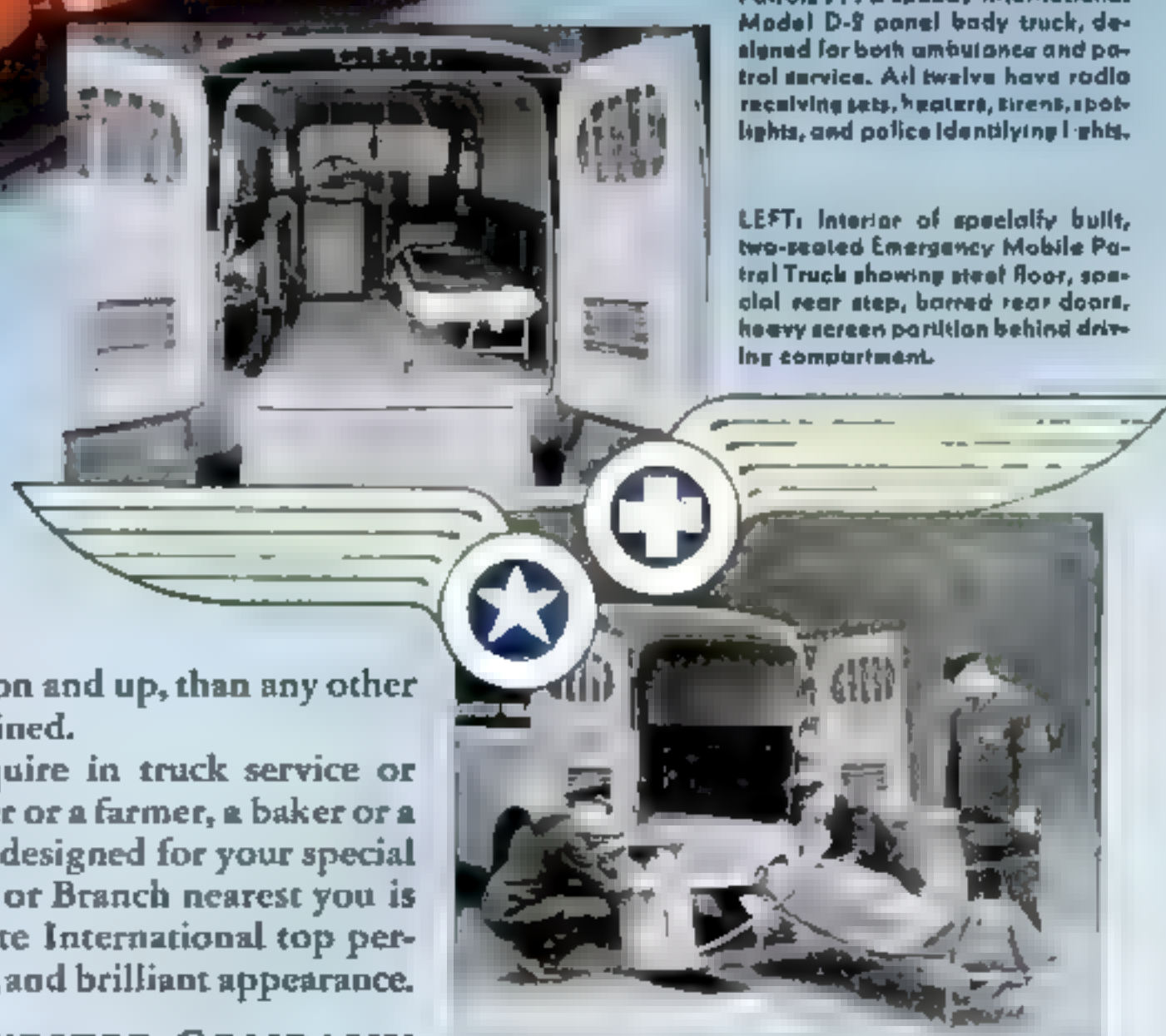
### GREATER SAFETY AND PROTECTION

Through the motorization and reorganization of the Cleveland Police Force by the Director of Public Safety, in the past six months a great improvement in the city's emergency service has been accomplished.



ABOVE: One of Cleveland's famous twelve Emergency Mobile Patrols... a speedy International Model D-2 panel body truck, designed for both ambulance and patrol service. All twelve have radio receiving sets, heaters, sirens, spotlights, and police identifying lights.

LEFT: Interior of specially built, two-seated Emergency Mobile Patrol Truck showing steel floor, special rear step, barred rear doors, heavy screen partition behind driving compartment.



ABOVE: Each unit is a complete ambulance with finest riding comfort. Equipment includes first-aid kit, inhalator, stretcher, and all other accessories required for emergency rescue work.

economy, durability and dependability in every line of work.

That kind of performance and that reputation explain why International Harvester sells more heavy-duty trucks, 2-ton and up, than any other three truck manufacturers combined.

What does *your* business require in truck service or hauling? Whether you're a grocer or a farmer, a baker or a builder, there's an International designed for your special needs. The International Dealer or Branch nearest you is ready at any time to demonstrate International top performance, rock-bottom economy, and brilliant appearance.

**INTERNATIONAL HARVESTER COMPANY**  
(INCORPORATED)  
180 North Michigan Avenue Chicago, Illinois

**CLEVELAND** is prouder than ever of its Police Force which is now entirely motorized with the exception of the traffic detail.

The city's Emergency Mobile Patrol is making history by helping daily in the reduction of crime and traffic fatalities. The entire nation is focusing its attention on this masterly stroke of police-pioneering.

Twelve motor units, fully equipped for double-duty service as ambulances and patrols, are manned by officers all of whom have hospital and first-aid training. Many of them are college graduates. The proved results in greater safety and service of this innovation in patrol work are spectacular.

All twelve of these new Cleveland Police Patrols are International Model D-2 panel body trucks. And the performance of these Internationals is thoroughly in keeping with the reputation Internationals have established for

# INTERNATIONAL TRUCKS



# *"I'm a Paul Jones man—under this flag!"*



Once I Asked **Rodriguez Ramirez**, in Jerez, Spain, "What special quality would you advise me to look for first of all when I taste one of your country's delightful sherries?"

Rodriguez answered promptly, "Make sure it is *dry*, my amigo—that is to say, that it has no *sweetness*!"

"Aha," I thought, "that sounds mighty like what they're saying back home in favor of Paul Jones Whiskey!"



Then I Asked **Eugene Du Bose**, in Paris, what the real connoisseur first looks for when he drinks a choice champagne.

And Eugene answered, "But naturally, it must be above all *dry*—lacking *sweetness*, mon ami. Truly, *dryness* is the cardinal virtue!"

So with that I mentally ticked off *another* opinion in favor of the prime characteristic of Paul Jones Whiskey.



Back Home, I Sold To **Major Sullivan** (who should know whiskey if *anyone* does), "Major, I've learned what's the *first* virtue to look for in sherry and champagne. Now I'd like you to tell me how you'd start picking a fine *whiskey*."

Said the Major: "The first thing to ask yourself is, 'Is this whiskey *dry*—utterly lacking *sweetness*?' And that question, my friend, will lead you to *Paul Jones* whiskey. For Paul Jones is first of all truly *dry*—and after that it is just brimming with every other delightful whiskey quality you could ask!"



## Paul Jones

EVERY DROP IS WHISKEY

\*DRY means not sweet

A blend of straight whiskies—90 proof Frankfort Distilleries, Inc., Louisville & Baltimore





# NEW ELASTIC TOPS LESSEN HUGE STOCKING CASUALTIES

The sheerer the stocking, the longer a masculine eye will linger on even the least well-turned calf and ankle. Because of this fact, the mortality rate of women's silk hose is 500,000,000 pairs annually. If women were willing to wear medium-sheer stockings of eight or more threads twisted in one yarn, their stocking problem would be minimized. But most women wear three or four-thread stockings for daytime and two-thread for evening, with little thought to the fact that these cobwebby threads must at times resist a pull of several pounds.

The greatest strain on a stocking comes at the knee and garter top when the leg is bent. Most runs start when the tops are too taut. To absorb this strain and cut down stocking casualties, some manufacturers are now using two-way stretch elastic fabrics in the tops of their stockings. The photographs on this page illustrate how the new tops work.



**Bending the knee** throws a great strain on threads, is frequent cause of runs. This shows how the strain is absorbed by elastic fabric top instead of the silk.



**Small elastic insert** on stocking with regular silk top also eases the strain.



**Stronger tension top** keeps this stocking up without the benefit of garters.

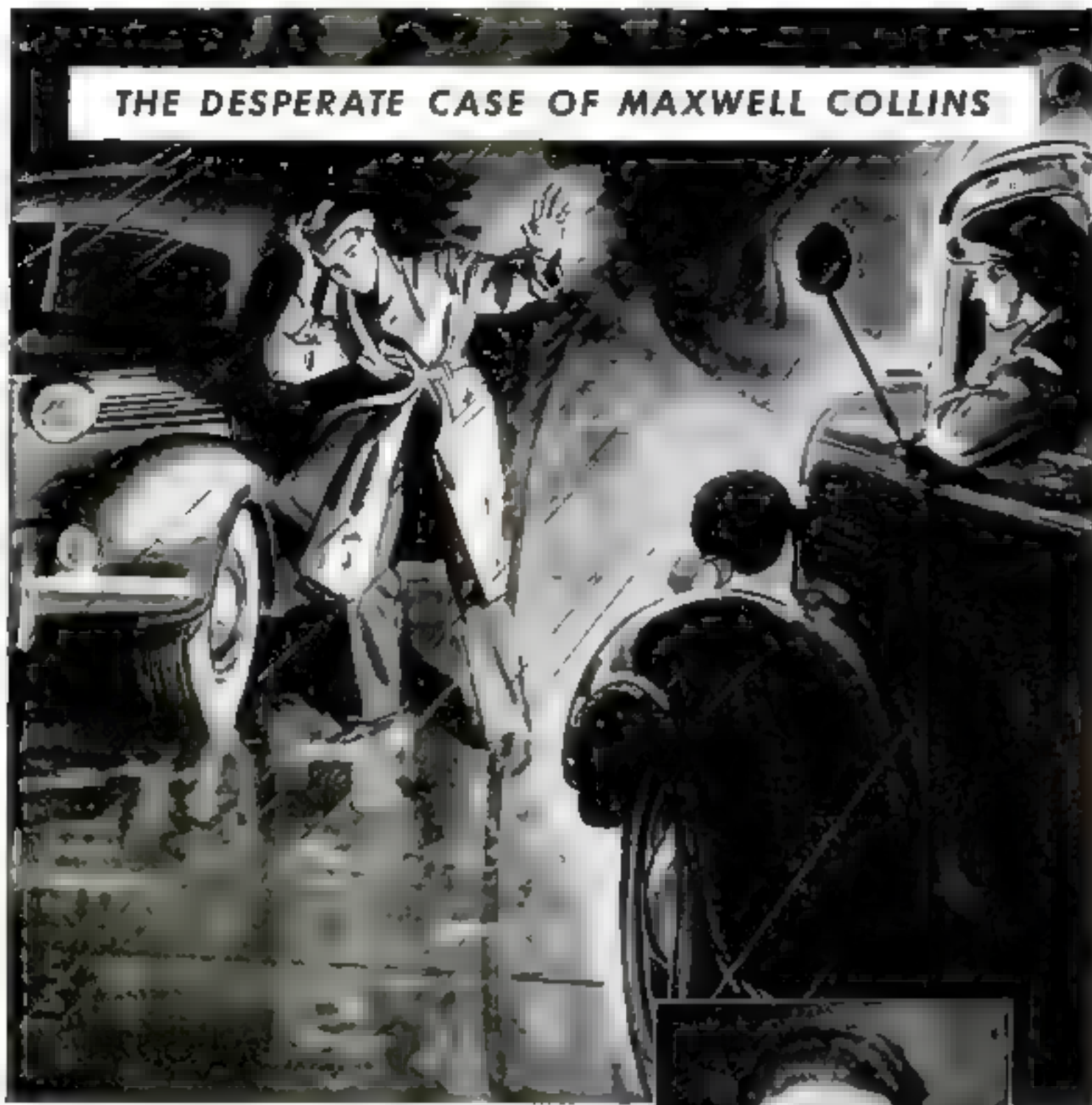


**Anchoring the girdle** is one of the heavy-duty tasks expected of sheer stockings. This causes a double strain, from top and bottom, when the knee is bent. The elastic section stretches to absorb this strain.

CONTINUED ON NEXT PAGE



## THE DESPERATE CASE OF MAXWELL COLLINS



**"It taught me a lesson!"**



MAXWELL COLLINS  
Farmington, Maine

"Even though my business takes me to many out-of-the-way places in the Maine woods, I never thought much about car trouble until late one rainy night my engine failed, miles from anywhere. I slogged around in the rain for hours trying to find the trouble. Finally a big inter-city truck came along and towed me to the nearest town . . . luckily into a Willard Service Station.

"Your dealer immediately hooked up his Electrical Check Instrument to my car and

in a few minutes found the hidden loose connection that had caused all the trouble. He showed me why most starting trouble is caused by hidden parts that are *easy to fix but hard to find* without his 'electrical detective,' as he called it.

"It taught me a lesson! By getting a Willard Starting Service check-up regularly, I KNOW I won't be stranded again."

*Maxwell Collins*

### SAFEGUARD YOUR CAR

Every day 100,000 people have experiences of trouble similar to Mr. Collins'. It may be your turn next. Why not protect yourself against such an unpleasant experience? By "x-raying" the entire starting

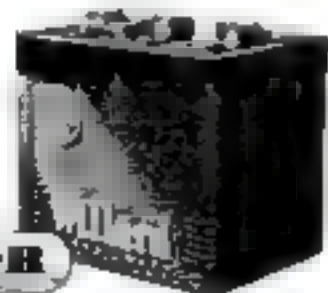
system of your car with his Electrical Check, your Willard Dealer can detect any hidden flaws or loose connections that might cause you trouble. It only takes a few minutes and will save you many a dollar.

Our way of EARNING your patronage is to save you money, trouble and worry with this new Willard Starting Service Drive in today and try it! Your Willard Dealer



Look for this red and white sign on our station

**STARTING**  
**Willard**  
**SERVICE**



**P.S. HAVE YOU HEARD**—about the newest thing in batteries? It's the Willard "H-R" built to last 68% longer—yet costs only a trifle more than ordinary batteries.

H-R

## Stocking Casualties (continued)

Schoolgirls have this year consolidated their stand against the high upkeep of silk stockings. In many girls' colleges and high schools, socks over bare legs are now being worn during winter and summer. Silk stockings are strictly for parties and off-campus frolics. College girls are having much fun with their socks. They buy them ankle length, of cashmere or Angora, many of them decorated with embroidered flowers or initials. Although these fancy socks cost \$1.25 a pair, the girls consider them a good investment because one pair outwears a dozen sheer stockings.



Smith College footwear is seen above in a group of undergraduate legs on the steps of College Hall. In foreground are white embroidered socks. Some girls wear none.



Katharine Mattison, Phi Beta Kappa senior from New York, wears pair of plain white socks with sneakers. Her peasantry jumper dress is the envy of her classmates.



# Extra Luxury— at No Extra Cost!

## THAT'S DE SOTO'S VALUE STORY— BIG-CAR BEAUTY AT LOW PRICE!

**SEE WHAT YOU GET:** Advanced Streamline Styling . . . more room for passengers and luggage . . . Chrysler Corporation engineering . . . most popular features of 1939!

**IT'S EASY TO BUY!** Your present car will probably represent a large part of De Soto's low delivered price; balance in low monthly instalments. See your dealer today!



**Y**OUR EYES will tell you immediately. De Soto has the style and bigness you want. But you've got to drive this big car . . . to realize fully how much low price will buy this year!

The shifting lever is gone from the floor. You flick your way from low to high easily and quickly with the new Handy-Shift on the steering column.

A Safety Signal Speedometer helps you drive safely. It shows green up to 30, amber from 30 to 50,

and becomes a warning red from 50 on up!

Airplane-type Shock Absorbers and Independent Front Wheel Springing swallow the bumps. Sofa-Wide Seats provide luxurious comfort for six. Super-finishing of engine parts reduces friction and wear . . . gives better performance and longer life.

Get all these great features for extra luxury today . . . added resale value later! DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

**GET ALL THESE  
GREAT FEATURES!  
NO EXTRA COST  
IN DE SOTO**

1. **WIDE-RANGE SAFETY HEADLIGHTS**—Better road illumination. Safer . . . define full width of car to oncoming drivers at night.
2. **STREAMLINED LUGGAGE LOCKER**—No trunk budge. 23 cubic feet of luggage space.
3. **BIGGER SAFETY-STEEL BODY**—Sofa Wide Seats. Room for six big people.

4. **HANDY-SHIFT**—Mounted on steering post. More leg room. Easier shifting.
5. **FULL-VIEW WINDSHIELD**—Much bigger. Constant-Speed Electric Windshield Wipers clean more than half the windshield area.
6. **NEW, NON-SLAM DOORS**—No hanging. Doors close tight with finger-tip pressure.

Visit the Chrysler Motors exhibits at the San Francisco and New York Fairs.

**ABSOLUTELY THE MOST  
BEAUTIFUL LOW-PRICED  
CAR IN AMERICA**

# De Soto

TUNE IN MAJOR BOWES' AMATEUR HOUR,  
C.B.S. NETWORK, THURS., 9-10 P.M., E.D.S.T.



# The Beauty of Slenderness can be Won Safely

**Bread—in this safe reducing diet—helps to burn up the fat you are losing... protects vital tissues... maintains energy**

THE revealing summer fashions demand alluring figures. Everyone wants to be slim, trim, attractive

But, if you are reducing, take care not to rob your body of the fuel food it needs. Many reducing diets cut down too much on fuel foods. Then the fat that you lose is not burned up properly... a harmful residue is left in the system, often causing fatigue, irritability and lowered resistance.

Avoid these dangers. Follow the Bread Diet. In this diet, bread helps to burn up more *completely* the fat you are losing, leaving no harmful residue

In addition, bread is a valuable source of food energy and of muscle-building protein. Actually, we get more protein in the form of bread and other wheat products than from any other class of food.

So, if you're reducing, don't think

you have to give up bread. By following the safe, easy Bread Diet, you can enjoy two slices with every meal—and lose weight!

The Bread Diet is not a fad. It is a scientific, well-balanced diet based on years of research in leading universities and laboratories. It provides delicious meals that require no special cooking... and a wide variety that supplies the food elements the body needs

You scarcely miss the food that causes extra weight, because each meal in the Bread Diet is a treat! You feel splendidly energetic while you reduce, instead of weak, tired and irritable

Try this safe way to reduce excess weight. Follow the Bread Diet, and enjoy six slices of delicious bread every day.



## Follow this Diet Outline\* and see if your own outline doesn't improve

These Diet Meals give about 1500 calories a day—the reducing allowance of the average person, moderately active, whose ideal weight would be 150 lbs., but who is 10 to 20 lbs. overweight. For more extreme overweight, consult your doctor about reducing

### BREAKFAST

1 glass fruit juice  
Small serving of lean meat or fish—  
or 2 eggs  
2 SLICES OF BREAD or TOAST  
1/2 square butter—1/4" thick  
Clear coffee—1 level tsp. sugar

### LUNCH

Average serving broiled halibut  
Tomato and lettuce salad—  
1 tablespoon mayonnaise  
2 SLICES BREAD  
Clear tea or coffee—  
1 level teaspoon sugar

### DINNER

Beefsteak—1/4 pound  
1/2 cup mashed squash  
1 average serving broccoli  
Salad—Lettuce—peach halves (2)  
cottage cheese (2 table-  
spoons)  
2 SLICES BREAD  
1 glass milk—1/2 pint

\*Make a try of it up to that your over-  
weight you can lose it in a  
that reduces much more rapidly

## YOU CAN CLIMB 460 STEPS ON 1 SLICE OF BREAD

Bread is a valuable source of our greatest food need—energy. Sustained energy, too—the kind you need to keep you going for hours. So, if you want to get a lot done and feel splendidly energetic for work and play, eat plenty of bread—at least 6 slices every day to help supply the needed energy.



## BUY BAKERS' BREAD

With his trained skill and scientific equipment, the modern baker makes bread that is a delight to the critical taste—made of pure, wholesome, nourishing ingredients, baked in scientifically controlled ovens to delicious perfection.

## FREE 20-PAGE BOOK —COMPLETE BREAD-DIET GUIDE

Tells what you should weigh for your age and height—how to reach your ideal weight. Complete Bread-Diet menus for a whole week.

American Institute of Baking, Dept. L-5  
9 Rockefeller Plaza, New York City

Please send my free copy of  
"The Right Way to Right Weight"

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



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# TEST TUBES OF POLYNESIAN COLOR INSPIRE NEW PRINTS

Every spring, women's dress fashions break out in a rash of prints. Since most little prints look alike and splashy big prints are only for the slim and beautiful, the spring print mania is a headache to those in the dress business. Last June, ten department stores decided to do something about the print situation. They sent Truman Bailey, able and imaginative designer and photographer, to the Samoan and Hawaiian Islands for new colors and patterns adaptable to the American scene. He came back with 60 test tubes of different colors of earth, lava, coral, sand and photographs and sketches of fruits, flowers, ferns and native designs. In a book called *Polynesian Venture*, published this month, he presents a wealth of source material adaptable to merchandise.

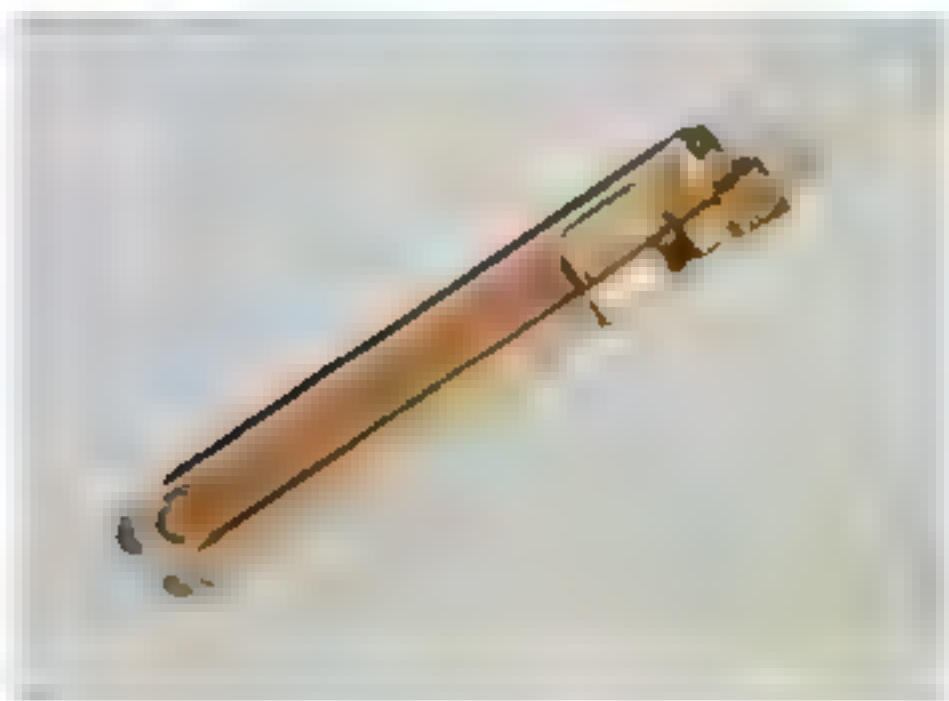
The pictures on this page show how Mr. Bailey combined various native elements in a print for an evening dress (right). This is one of the 30 prints now being made into day, evening and sports dresses.



PINEAPPLE PULP YELLOW USED FOR BACKGROUND



THIS TAPA CLOTH DESIGN BECOMES PRINT MOTIF



RED FROM KAILUA EARTH, GRAY, KILAUEA LAVA



DESIGN AND COLORS AT LEFT, PLUS HURRICANE-SKY BLUE AND LAVA-FERN GREEN, MAKE THIS MODERN PRINT





## “All choked up over something, Robert?”

**SIS:** Ha! Ha! Robert's girl won't wa-iti! Robert's girl won't wa-it—

**BOB:** Pipe down, Midget, and help hunt me a decent shirt. If I'm not at Susie's in fifteen minutes it's all up with your brother Robert. And every shirt I own seems to have shrunk to size 12.

**SIS:** You would have that kind!

**BOB:** Well, it's not my fault. I ask for “pre-shrunk” or “full-shrunk” shirts every time—but the darn things shrink just the same.

**SIS:** Never heard of Sanforized-Shrunk shirts, I suppose?

**BOB:** Aww, what do you know about it? That kind shrinks, too, I bet.

**SIS:** I know a lot about Sanforizing. We studied it in our Home Economics class. It's the process that takes all the important shrinkage out of a fabric, before it's made into shirts. The most any Sanforized-Shrunk fabric can

shrink is 1%, by Government standard test—that's what our teacher said.

**BOB:** What's that in plain English?

**SIS:** 1% shrinkage means a Sanforized-Shrunk shirt positively won't shrink out of fit, brother dear. Good Housekeeping Magazine says the same thing. This Sanforizing process is so good there are 195 patents on it, no less.

**BOB:** Sounds swell—but it doesn't get me out of this mess.

**SIS:** What would you say if I trotted out a brand-new Sanforized-Shrunk shirt I was saving for your birthday?

**BOB:** Honest? Do you really mean that? Where did you get the money?

**SIS:** What money? Sanforized-Shrunk shirts don't cost any more than those funnies you've been buying. And practically all the stores carry them. You can get Sanforized-Shrunk shorts and pyjamas, too.

**BOB:** Bring on your shirt, darling—you're really wonderful!

**SIS:** I'll run get it. But I sure do hate doing this to Susie—

**BOB:** Susie?

**SIS:** She might be sap enough to fall for you—once you start wearing some decent-fitting shirts.

### A word to smart sisters—

Men's shirts aren't the only things that can be bought SANFORIZED-SHRUNK. Look for these two words on anything made of cotton, linen, or spun rayon.

- Women's Dresses
- Nurses' Uniforms
- Men's Shirts, Slacks, Work Clothes
- Men's Pyjamas, Shorts
- Children's Garments
- Slip-covers and Draperies



To be sure of permanent fit...look for the words...*Sanforized-Shrunk*



# SCIENCE GOES GAME FISHING



A SCHOOL OF PORPOISES LEAPING OVER THE WAVES NEAR NEW ZEALAND GIVE SIGN OF GOOD FISHING. THEY FOLLOW SCHOOLS OF SMALL FISH, SO DO MARLINS



The expedition relaxes in the evening. Clockwise around table are Mrs. Lerner, Mr. Lerner, Scientists G. Miles Con-

rad and Ludovico Ferraglio, Capt. Bill Hatch, Dr. William K. Gregory, curator of Museum's Department of Ichthyology.

## A museum and a sportsman join to answer riddle of the marlin

Neither sportsmen nor scientists know very much about the marlin, one of the biggest and gamest of big-game fish. Just back from New Zealand, however, is an expedition in which sport and science methodically combined to learn more about the marlin and other game fish.

Leader of the expedition was Michael Lerner, one of the greatest modern game fishermen. With him were scientists from the American Museum of Natural History. Mr. Lerner and his wife, a record-holding fisherwoman herself, had the fun of fishing in one of the world's best spots. After a day's sport, they exercised their inalienable right of being photographed with their catch (see p. 40). Then the catch was turned over to the scientists for study.

The marlin is related to the swordfish, is found in warm ocean waters, reaches a size of over 1,000 lb. North as far as California and Cape Cod in summer, they disappear in mysterious migrations for southern waters. Where they travel and spawn, how they grow is unknown. All this the Lerner expedition has been trying to discover. Most of all, it wanted an answer to the great marlin riddle: how many species are there? Some scientists say six, others say only one, that marlins seem different because they are in different stages of growth. Lerner data may go a long way toward solving the riddle.





## Electric shaving skeptics become boosters once they try Remington Rand's ***30% closer*** head!

SEEING is believing! The photograph above shows why Remington Rand Close-Shavers zoomed into first place in their first full year on the market...why men by the hundreds of thousands, who were once as skeptical about electric shaving as you may now be, have become Remington Rand boosters.

Remember—the part of the shaving head that touches your face is made of diamond-hard steel so thin that it is even thinner than the paper this ad is printed on. It's twice as thin as the thinnest razor blade—so thin that it lets the “business edges” of

the shaving head get 30% closer to the skin than on any other electric shaver.

**FREE TRIAL.** Most dealers are glad to let you try a Remington or a Rand Close-Shaver without any obligation. Just try one for a few minutes and we'll bet your skepticism will dissolve like last winter's snow! General Shaver Division of Remington Rand Inc., Bridgeport, Conn. Remington Rand Ltd., Toronto, Canada.



**The Remington  
Close-Shaver \$15.75**

**The Rand  
Close-Shaver \$9.50**

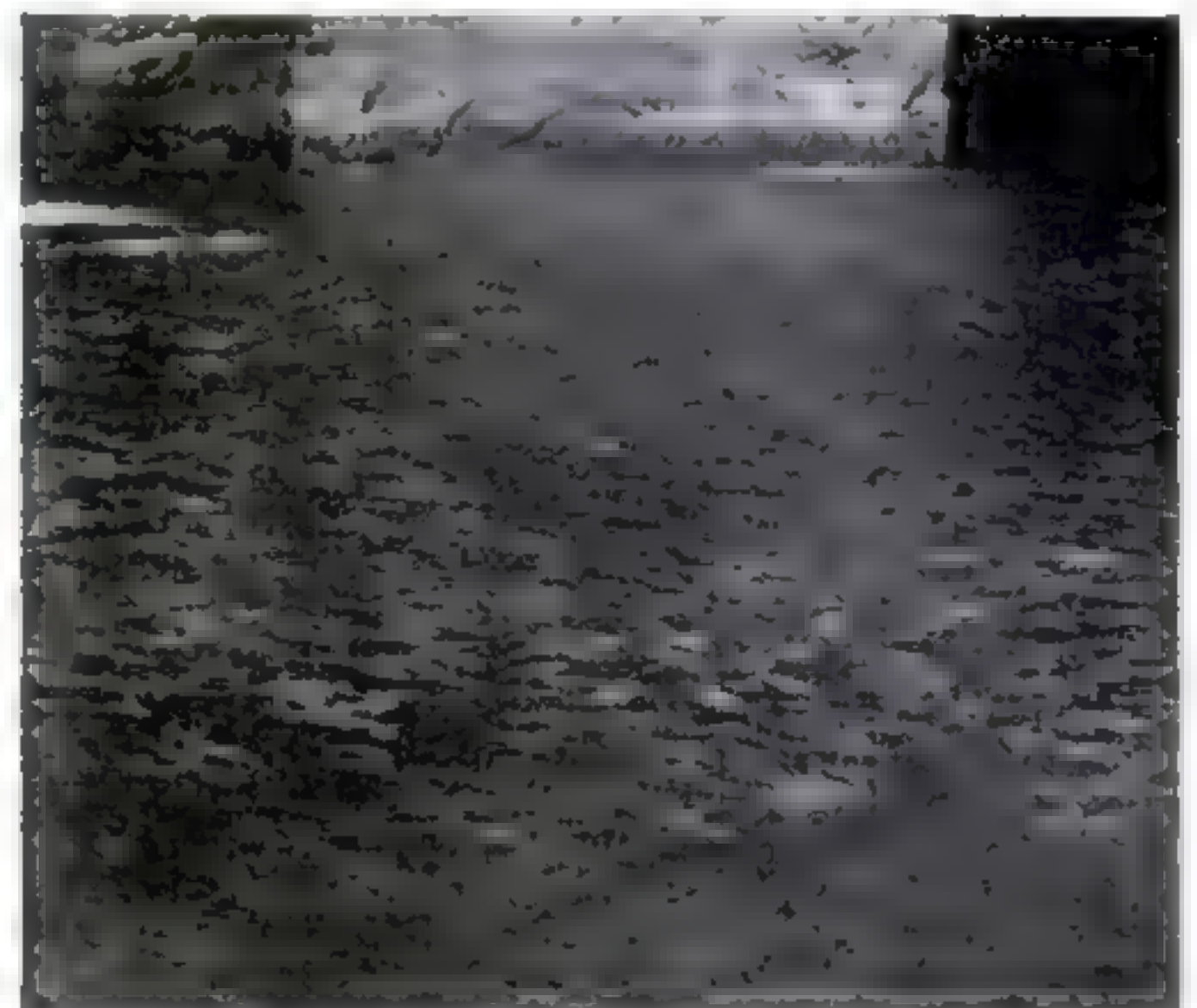
(Prices slightly higher in Canada)

# Remington Rand

## Game-Fish Expedition (continued)



The gulls follow fish. A cluster like this signals the presence of a sizable school of small fish that make good bait and are often followed by hungry big-game fish.



The fish swarm inshore to shallow water to get away from game fish, which swim underneath them. These are kakawai, trevalli, blue mau mau—all good marlin food.



The boats follow the gulls to the schools of fish, haul in bait. Long poles are outriggers, through which lines are strung to keep them from tangling when trolling.

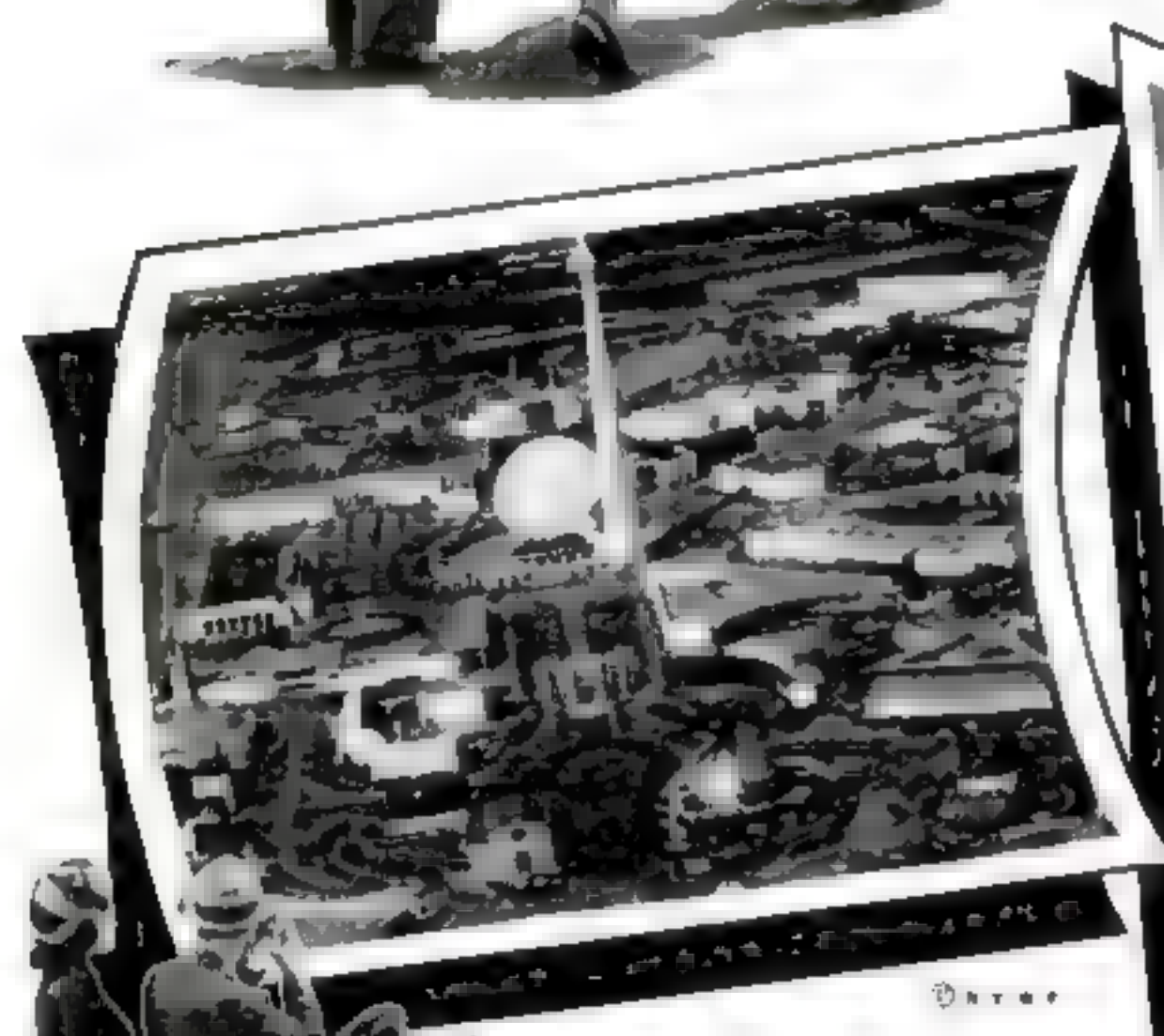
CONTINUED ON PAGE 40





# argus makes the World's Fair yours forever!

Bring back exciting, real life pictures like these to thrill your friends



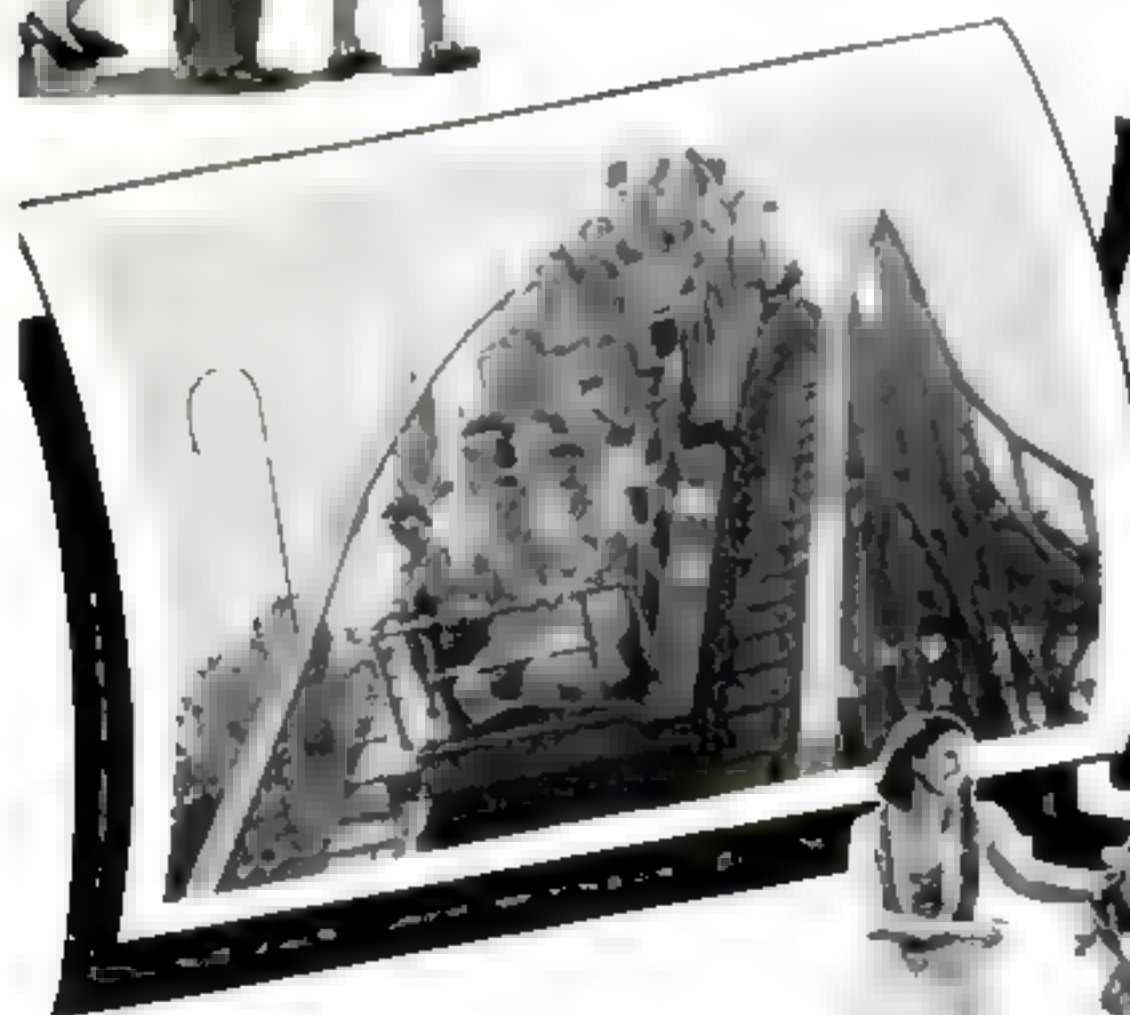
**1** Imagine first glimpsing the New York World's Fair 1939 from the air . . . the whole sweeping spectacle at a glance! A picture you'll treasure always. It's easy with an Argus Camera.



**2** You'll thrill to that first Argus closeup of the Tylon and Perisphere . . . snapped in a fraction of a second as you walk along the Esplanade. So easily taken—such professional results!



**3** Snap beautiful, natural color Argus shots. The Fair's aglow with color . . . the lights at night on the fountain of the Lagoon, acres and acres of flowers in the wondrous "Spiral Garden," the pastel-colored buildings of Constitution Mall. They're yours for keeps with an Argus—in all their natural glory!



**4** Catch pictures in motion—the fun of the Amusement Park, the skaters of the Ice Carnival, the native dancers of the South Sea Island Village. No action's too fast for an Argus Camera!



**5** Even the night clubs won't escape your Argus eye! Fast action indoor snaps are easy to take with an Argus. And you'll take lots of them. There are 18 or 36 snaps on the roll of highly-perfected 35 mm. movie film that Argus uses . . . so economical to operate



MODEL A \$10

**argus**  
CANDID CAMERA  
OTHER MODELS UP TO \$25

A beautiful little camera—precision-built in every detail. Certified f:4.5 triple Anastigmat lens—fully color corrected; 1/25 to 1/200 second shutter speeds. For just \$10 it's yours! And remember—June is the month of graduations and weddings. An Argus makes an ideal gift! See your dealer today or mail coupon.

**Special Offer!** An Argus vest pocket Exposure Meter will be sent to you for only 10c, to cover mailing cost. Get better results with this amazing, extinction-type, exposure meter

**DON'T SAY MINIATURE, SAY ARGUS**

International Research Corporation  
294 Fourth St., Ann Arbor, Michigan  
Please send me further information.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
(Enclose 10c if you wish Exposure Meter)

Argus Candid Cameras come in four different models from Model A at \$10 to the famous Argus C2 at \$25—with its fast action f:3.5 "Cintar" interchangeable Anastigmat lens, 1/5 to 1/300 second shutter speeds, continuous focusing from 3½ feet to infinity and exclusive coupled range finder found only in MUCH higher priced cameras! Mail coupon today for further information and description of more than 40 accessories, from carrying cases to filters.





# Save Money!

## FIGURE THE FINANCING COST *yourself*

Wise time-buyers find out in advance exactly what the costs of financing and insurance are in dollars and cents—and compare costs—*before* they buy.

They protect their investment with adequate insurance against accidental damage to their cars and demand a nation-wide insurance service at as low cost as possible.

That is why so many *wise* time-buyers insist on the General Motors Instalment Plan which includes insurance in General Exchange Insurance Corporation, a member of the General Motors family.

*Every* time-buyer would be wise to get all of the details of the General Motors Instalment Plan from his General Motors dealer—figure for himself the most convenient plan for him—and see for himself in dollars and cents how he saves money.

GENERAL MOTORS ACCEPTANCE CORPORATION

## GENERAL MOTORS INSTALMENT PLAN

*offered only by dealers in*

CHEVROLET • PONTIAC • OLDSMOBILE  
BUICK • LA SALLE • CADILLAC

### Game-Fish Expedition (continued)



A striped marlin on the hook curves gracefully in his angry leap from the water. A rousing fighter, the marlin makes huge leaps, is called a "jumping fireworks."



The catch is strung up for the sportsman's proud photograph. Here (l to r) are: Mr. Lerner, a mako shark, two striped marlin, a thresher shark and Mrs. Lerner.



The catch is lifted onto a "stretcher" and carried to the field laboratory for study. This is a 250-lb. striped marlin. This is Zane Grey's camp in Russell, New Zealand.

CONTINUED ON PAGE 41





# This Tiny Gap Holds a Secret of New Life for "Spark-Wearry" Motors!

**Read How Auto-Lite Engineers Have Developed a New Kind of Spark Plug that Gives Sure Starting, Instant Pickup and Prevents Gas Waste!**

**H**ERE, in a space no thicker than a thin dime, is where motorcar performance begins. And across this gap, with every power stroke of the piston, an efficient, dependable spark must leap with split-second timing to produce a smooth, flexible flow of power.

That's why the proper selection of spark plugs is so important to the efficient operation of your car. And that's why Auto-Lite engineers spent years to develop a new kind of spark plug.

They found the answer in an amazing kind of spark! A mysterious spark, increased in effectiveness by a new electrode alloy called Konium and by a

new principle of "geometric" gap design.

And while engineers marvel, motorists exclaim about this new kind of spark plug that gives **SURE, QUICK STARTING—INSTANT PICKUP—SMOOTH, FLEXIBLE ENGINE PERFORMANCE AT ALL SPEEDS—PREVENTION OF GAS WASTE.**

See what a difference a set of new Auto-Lites will make in the performance of your car. Get the benefit of their many great features at no extra cost. Ask your service man for Auto-Lite Spark Plugs today.

**THE ELECTRIC AUTO-LITE CO.**  
TOLEDO • Merchandising Division • OHIO



**HIGH-VOLTAGE SHOCK**—Every Auto-Lite Spark Plug must be able to stand up under this terrific electrical stress—far greater than it will ever encounter in ordinary operation.



**TAKING THE SCREEN TEST**—No Hollywood test was ever more exacting than this, which by means of a giant enlargement reveals any tiny deviation from the exacting standards of design established for Auto-Lite Spark Plugs.



**ONE IN EVERY 4** new cars is now factory-equipped with Auto-Lite Spark Plugs. They have been adopted only after the most drastic tests by motorcar manufacturers.

**IGNITION  
ENGINEERED BY  
IGNITION ENGINEERS**



## "My 1937 Sedan Runs Like a New Car"



"I RECENTLY INSTALLED a set of Auto-Lite spark plugs in my 1937 sedan. I had been having trouble with the motor stalling while idling in traffic and this trouble was entirely eliminated after installing Auto-Lite plugs. The motor has more pickup and power and runs smoother generally. I'm a booster for Auto-Lite from now on" — Wm. V. Gorman, 5326 Stratford Road, Los Angeles, California.

# AUTO-LITE SPARK PLUGS



*From the studio*

THAT GAVE YOU THE PRIZE-WINNING  
"YOU CAN'T TAKE IT WITH YOU"...



● *Each day a  
rendezvous  
with peril...*

● *Each night  
a meeting with  
romance...*

Mighty as the fog-shrouded Andes...tempestuous as the Tropics...a screen adventure so big it taxed even the sorcery of the camera...the wizardry of a master picture-creator!

*Together For The First Time!*

**CARY** *dashing star of "Gunga Din"* **JEAN** *heroine of "You Can't Take It With You"*  
**GRANT ★ ARTHUR**

**ONLY ANGELS  
HAVE WINGS**

Thomas Mitchell • Rita Hayworth • Richard Barthelmess  
Screen play by Jules Furthman • A HOWARD HAWKS Production

**A COLUMBIA PICTURE**

★ *Ask your local theatre WHEN..*

➔ Watch for these forthcoming hits • FRANK CAPRA'S "MR. SMITH GOES TO WASHINGTON" AND ROUBEN MAMOULIAN'S "GOLDEN BOY"

## Game-Fish Expedition (continued)



Measuring a marlin in the field laboratory is done carefully by museum scientists. A mass of data is necessary to augment the few facts now known about these fish.



Preparing a mold of the fish is done by laying it on the sand and coating it with sand and plaster. The mold is reinforced by metal rods so that it may be lifted off intact.



A beach full of fish molds results from a day's catch. The molds, bones, organs, head and skin are sent to New York. There casts are made and used in museum exhibits.



# Are you a member of the S · F · P · O · U · W · G · ? \*

\* Society for the prevention  
of useless wedding gifts.



**Wife (Excitedly)**

Oh Bob! Pen's going to be married. To that nice Benton boy. We *must* send them a wedding present.

**Man (Grinning)**

How about palming off that arty vase we got from your Aunt Sophia? Or one of the seven cocktail shakers? Or that cock-eyed..?

**Wife (Shuddering)**

Not on someone we *like*. Let's profit by our own experience. Give them something they'll *really* appreciate. Like the beautiful I.E.S. Better Sight Lamp your mother gave us.

**Man (Vigorously)**

That's a real idea. I wouldn't give that lamp up for all the—*and it won't nick the old budget too much either.*

The bride of today, like every up-to-date homemaker, light conditions her home with I. E. S. Better Sight Lamps. So the smartest thing you can give her is one of these stunning new sight-saving lamps.

This lovely crystal lamp on an end table will make a spot of beauty. Even more important, it is designed to give the right amount and the right kind of light for easy, comfortable seeing.

A bit of the Orient is brought by this new Chinese end table lamp with its pottery base... another example of the many exquisite new styles in certified I. E. S. end table lamps.

Or give her a graceful new I. E. S. Bridge Lamp to place beside the easy chair or beside her new secretary desk.

I. E. S. Better Sight Lamps are priced from \$5 to \$50. Regardless of the price you pay, the I. E. S. tag certifies compliance with the 54 I. E. S. specifications—which insure sound value and Better Light! Look for this tag when you buy.



She will be delighted to receive a beautiful new I. E. S. floor lamp like the one pictured, one of hundreds of new styles. The wealth of glareless light will bring out the beauty and colors of her rugs and furnishings... add charm and cheer to her first home... provide protection for precious eyesight, when she does a bit of sewing, or when her husband reads his evening paper.

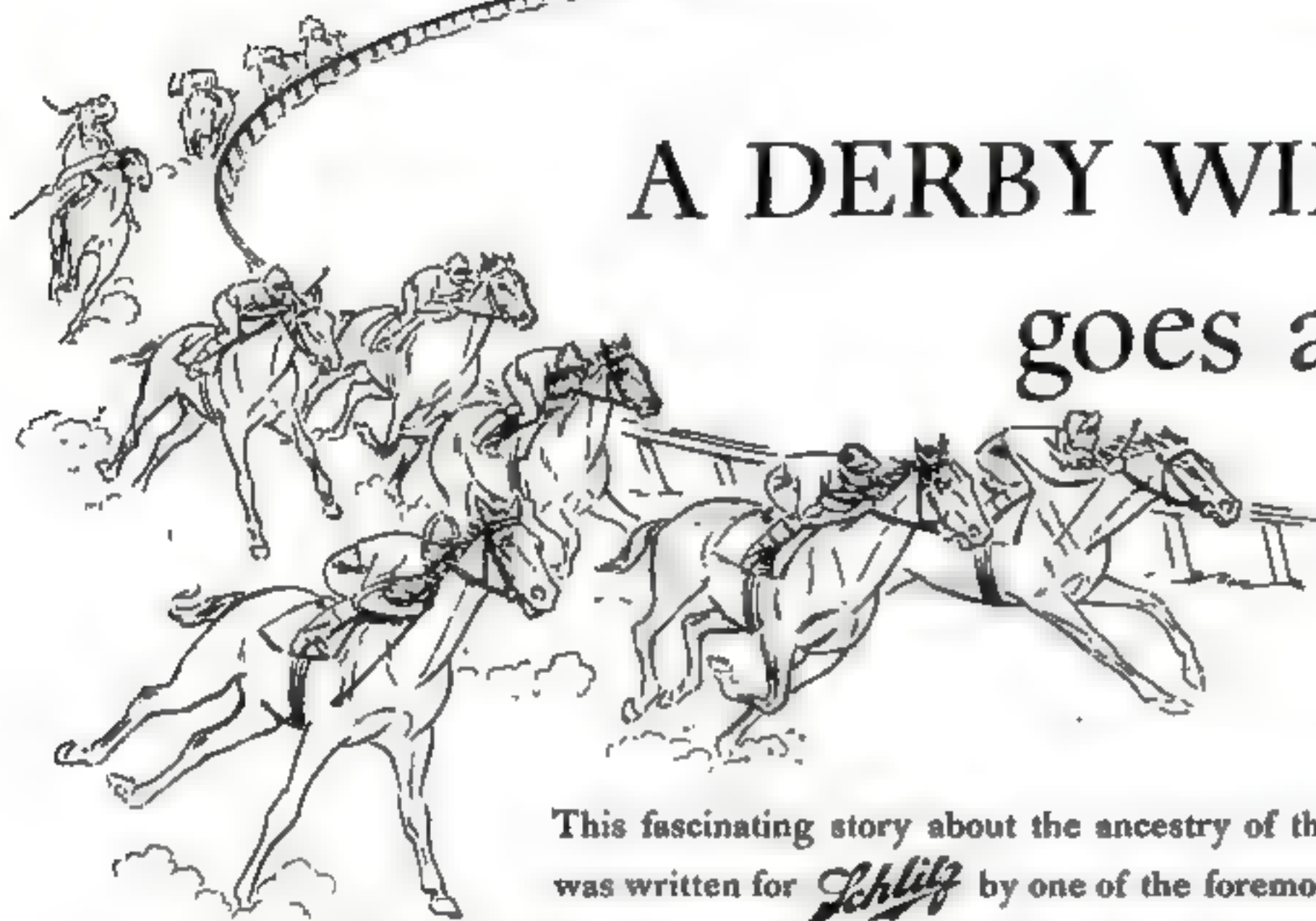
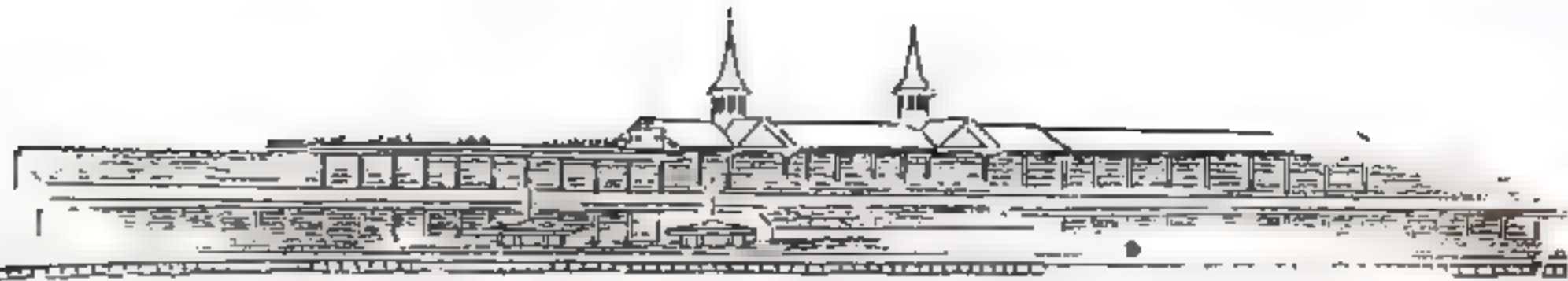


The MAKERS  
OF CERTIFIED  
**I-E-S**  
SPECIFICATION

*Better Sight Lamps*







## A DERBY WINNER'S *Pedigree* goes a long way back

This fascinating story about the ancestry of thoroughbreds was written for *Schlitz* by one of the foremost authorities on race horses in the world. The illustrations are taken from old prints in his private library.

**T**HERE are more than a hundred thousand registered Thoroughbred horses alive today, all descended from three horses imported into England more than two hundred years ago from the fertile crescent of the Mediterranean. They were:

### *The Byerley Turk*

He was a black charger ridden by a Captain Byerley in the wars of King William in 1689 and 1690. He may have been taken from his Turkish owner at the



siege of Buda (Buda-Pest) in 1686. If so, he outlived at least two wars to found a race of equine warriors.

### *The Darley Arabian*

Early in the year 1706 Thomas Darley, agent of an English mercantile firm at Aleppo, in Asia Minor, shipped to his brother in England, John Brewster-Darley, a bay Arabian. The horse, he wrote, was "about fifteen hands high, of the most esteemed race



among the Arabs, both by sire and dam, and the name is called Mannicka." More than 75 per cent of all Thoroughbreds now alive are descended from the Darley Arabian "in tail-male," as the horsemen say.

### *The Godolphin Arabian* (OR BARR)

They tell of him a much-disputed story that he drew a water-cart about the streets of Paris before he was bought for three pounds (about \$15), sent to



England, and presented to the Earl of Godolphin. It was suspected that sometime he had been stolen. Nothing was known of his ancestry, but the fame of his children was great. And when he died in 1753 at the foot of the hills of Gog-Magog they buried him with honor.

*From these three patriarchs came three others from whom the entire race of Thoroughbreds is descended. They were:*

### *Matchem* (BAY, FOALED IN 1748)

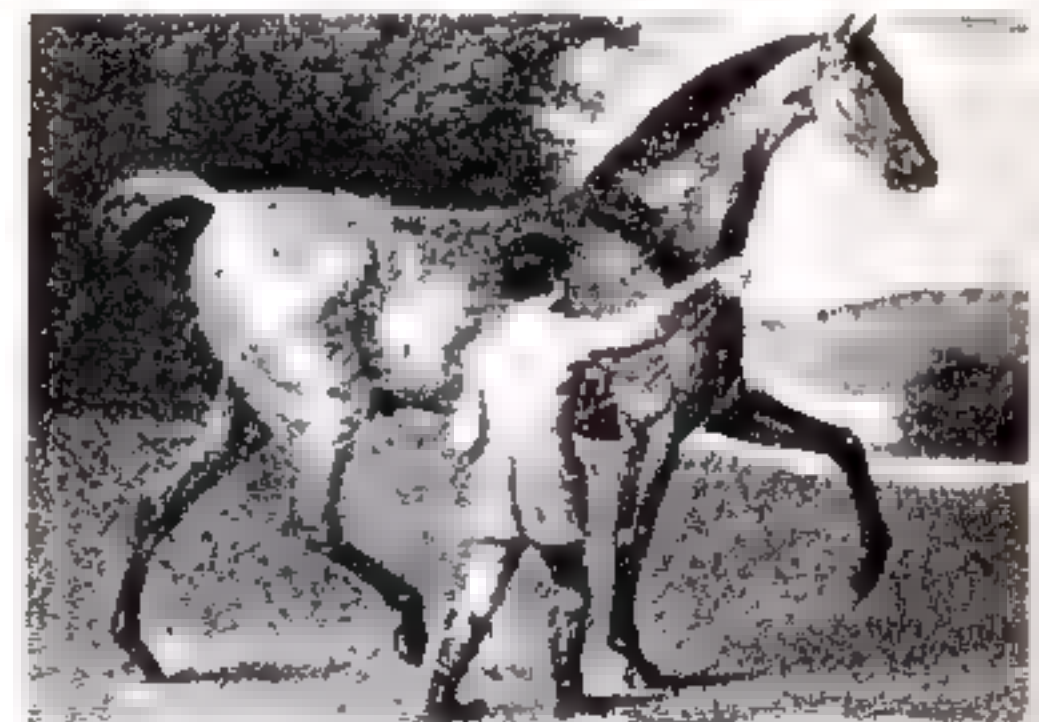
Grandson of the Godolphin Arabian, Matchem was a homely sort. But he got along. He waited until he was five years old to run a race, waited until he



was eight years old to lose a race. Once they paid his owner twenty pounds *not* to run him.

### *Herod* (BAY, FOALED IN 1758)

Great-great-grandson of the Byerley Turk, Herod (or King Herod) remained unbeaten through his first three years of racing. His sons and daughters made his name famous; one of them, Highflyer, "was



never beaten and never paid forfeit." His grandson Diomed won the first Derby, in 1780, was brought to America in his old age, and founded a Thoroughbred dynasty here.

### *Eclipse* (CHESTNUT, FOALED IN 1764)

On April 1, 1764, part of England was darkened by an eclipse of the sun. During the eclipse the Duke of Cumberland's mare Spiletta gave birth to a



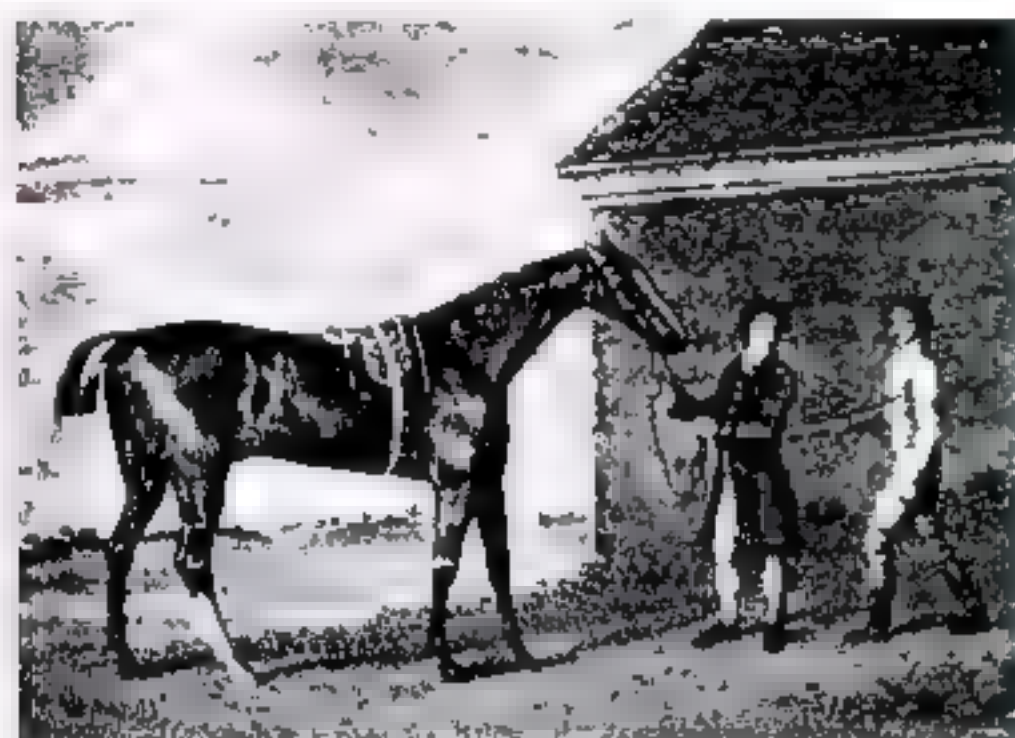
# THE BEER THAT MADE





chestnut colt, a great-great-grandson of the Darley Arabian. Promptly the colt was named Eclipse.

When the Duke died Eclipse and his other horses were put up for sale. A sheep salesman named Wildman arrived at the auction after Eclipse had



been sold for 70 guineas. He looked at his watch, insisted that the sale had started before the advertised time, and demanded that the horses be put up and sold again. He won his argument, got Eclipse for 75 guineas. Later he shared ownership of the colt with Dennis O'Kelley. It was O'Kelley who, after Eclipse had won the first heat of his first race (in 1769), offered to call the placing of the horses for the second heat: "Eclipse first, and the rest nowhere."

Eclipse was a horse of ungovernable temper. One of the things he could not abide was to have a horse in front of him. He was never beaten. He won so many races that finally Messrs. Wildman and O'Kelley could find no takers when they offered to bet that Eclipse would win; they had to wager that Eclipse would "distance" the others at the rate of 60 yards to the mile!

After Eclipse died, his heart was found to weigh fourteen pounds, perhaps six pounds more than the heart of the average Thoroughbred of his day. Fifty years later a wag wrote a verse:

*Eclipse, all nags, compared with thee,  
Excite contempt and laughter;  
There never was a horse, I do  
Believe, so much run after.*

For generations the children of Matchem, Herod and Eclipse have been tested against one another because it is the nature of man, who keeps his prehistoric vanities, to desire that he shall own a better horse than his neighbors.

A staunch favorite in the days of your great grandfather, *The Beer That Made Milwaukee Famous* remains today the first choice of the discriminating lover of real beer.

Copyright, 1939 JOS. SCHLITZ BREWING CO., MILWAUKEE, WIS.

## That FAMOUS FLAVOR ...the favorite for 90 years

Good judges of fine beer insist on the full tang and flavor of true beer without the bitterness of the hops or the sweetness of the malt. This accounts for the ever-increasing demand for Schlitz, as more and more people learn how good real beer can be.



That famous flavor of Schlitz comes to you intact in every bottle. *Here's why:* The air that sustains life can destroy the flavor of the beer if sealed in the bottle. **SO — WE TAKE THE AIR OUT OF THE BOTTLE AN INSTANT BEFORE WE PUT THE BEER IN.**



An amazing new method that assures you brewery-fresh goodness *always*. Schlitz pioneers again!

*Milwaukee* FAMOUS 1939 90 YEARS OF  
QUALITY LEADERSHIP

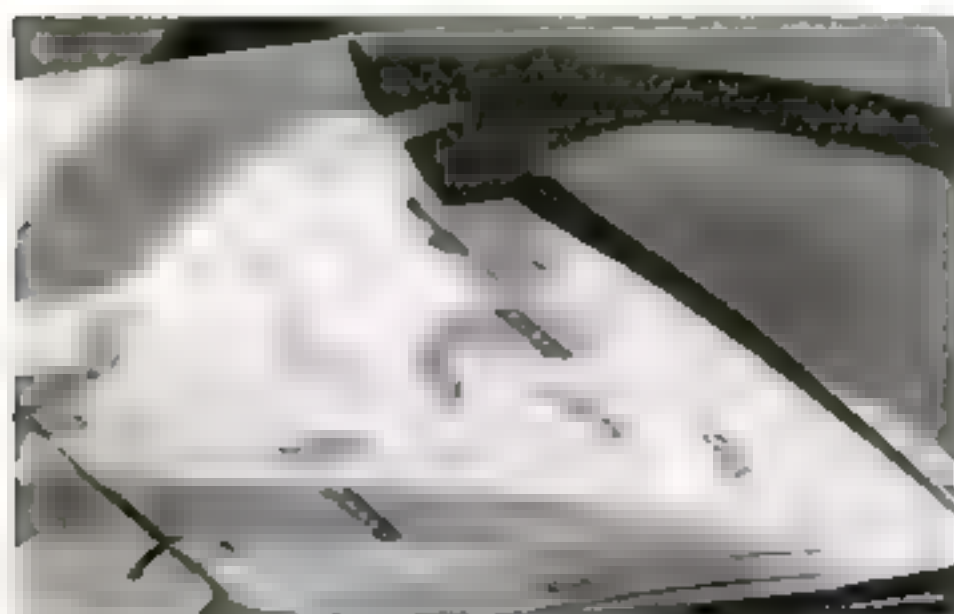


## PATTY BERG AT COLLEGE STILL LIVES FOR GOLF

Last year Patty Berg won ten out of 13 big golf tournaments. She gained the most prized U. S. title—the Women's Amateur. In winning the Western Amateur, she broke all records with a 588 for 72 holes. The Associated Press voted her the year's outstanding woman athlete.

This winter Patty had her wisdom teeth pulled. Without them she went South and was better than ever, losing only one out of six major tournaments. Golf experts agree that Patty is the best woman golfer now playing. Since the whole game has vastly improved in the past five years, they are beginning to wonder if Patty may not be better even than the superb Joyce Wethered. In a few weeks, Patty will begin to offer 1939 evidence by defending her Trans-Mississippi title at Minneapolis.

Patty is 21. She entered the University of Minnesota as a freshman last fall, studies International Relations, Art Today and Home Orientation, gets fair grades. But her heart still belongs to her golf. Though she belongs to Kappa Kappa Gamma sorority, she avoids most social life in order to get to bed early. She grips her pen absent-mindedly as if it were a golf club, fills her notebook with golfing doodles. She knocked off college for the second quarter to go South to play. For a while she thought she wanted to be a dress designer, like Helen Wills. Now she wants to be an athletic director and play golf.



Patty's doodles show where her mind is. In her notebook she draws golf balls, joins them with a golf-club shaft.



In class, Patty sits beside the daughter of the Secretary to Minnesota's Governor Stassen. She wears her golfing hat.



Patty Berg's trophies are the pride of her heart and of her father, who is her golfing alter ego (see p. 48). She has

some 35 cups. The tall one above is for winning the 1938 Women's Amateur, shorter one for the Western Amateur.



In her room, Patty studies. But on the wall is a reminder of golf: a permanent membership in Interlachen Club.



Patty's best friend is pretty Betty Ryland. Even though she weighs 130 lb., Patty unconcernedly eats ice cream.



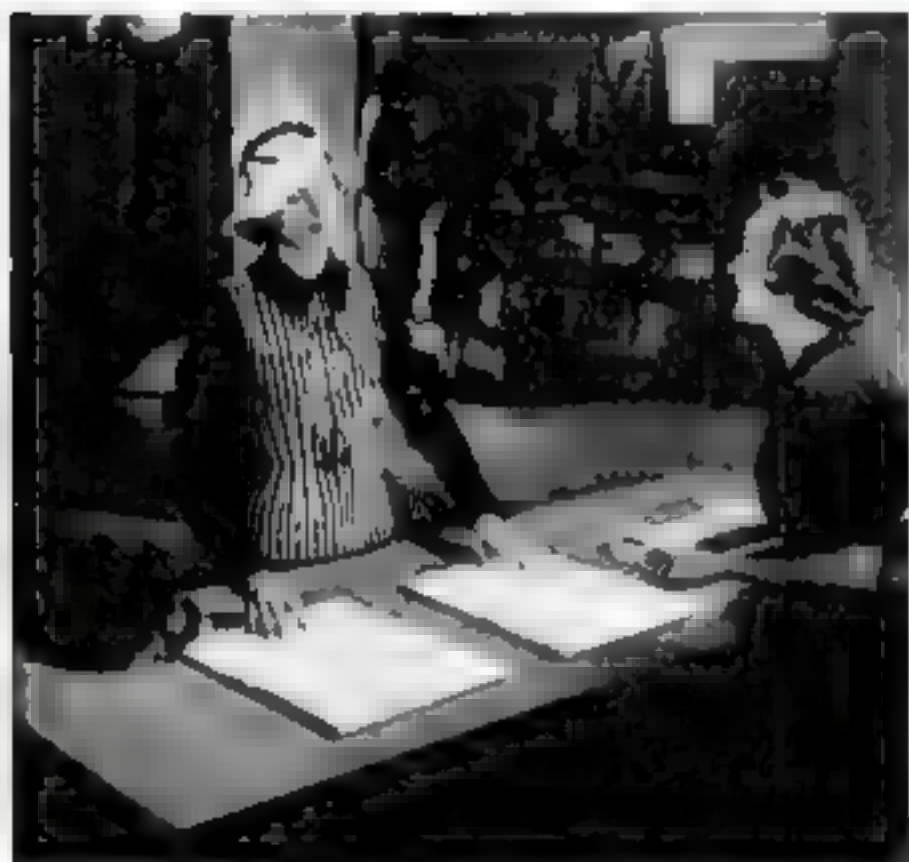
# Once only "Park Avenue" could afford them—

## NOW MODEST-INCOME HOMES BOAST PERCALE SHEETS, TOO

**N**O LONGER need thrifty housewives hoard a pair or two of percale sheets for the guest-room bed, while the family sleeps on heavy-duty muslin.

For famous Cannon Mills have succeeded in producing a luxurious percale sheet at a price so low that even closely budgeted homes can afford them on every bed, every night!

One luxurious stretch between Cannon Percale Sheets will make you want them the rest of your life! That caressing smoothness—that cool, silky freshness—brings an extra thrill in the thought that Cannon Percale costs only about a dime more than top-grade muslin—and yet these beautiful Cannon Percale sheets will give you at least four years' hard, household wear . . . by actual laundry test!



Close your eyes and compare the "feel" of Cannon Percale with muslin when next you go shopping for sheets. Your sensitive finger tips tell you that percale is not only smoother, but firmer—more closely woven. There are 25% more threads to the inch in Cannon Percale than in even the finest-grade muslin. That's why percale wears so well!



Lighter, easier to handle. Here's something that will surprise you. A Cannon Percale sheet is a whole half-pound lighter than a heavy muslin sheet! Imagine how much easier to lift! Naturally, Cannon Percale appeals to women who do their own laundry. And women who send their bed linen to commercial laundries find that Cannon Percale saves them real money. At average pound rates, Cannon Percale can save about \$3.25 a year for each bed, because it is so much lighter than muslin.

CANNON MILLS, INC., NEW YORK, N. Y.



Aristocrats, but no weaklings! Even hard, everyday, family use won't fade Cannon Percales. The secret is in the firm, close weave . . . and the strong, firm-fibered cotton they're made of. Luxurious . . . inexpensive . . . and long-lived as well . . . there's no reason now why you can't put Cannon Percale sheets on every bed in your house! (Incidentally, you'll like the convenient "size label" sewed into the hem, to tell you instantly what sheet for what bed . . . just another little nicety.)



Fresh and immaculate, packaged, ready for use, Cannon Percales sell in most stores for around \$1.49.

Cannon also produces muslin sheets that are just as outstanding in quality and value, and temptingly low-priced!

**NEWS! Cannon Hosiery! Pure Silk . . . sheer and lovely . . . better made to cut down "mystery runs."** Ask about Cannon Hosiery at your favorite store.



\*This price may vary slightly due to different shipping costs and seasonal fluctuations of market prices.

GUARANTEED BY GOOD HOUSEKEEPING MAGAZINE AS ADVERTISED THEREIN.



Under 77 Flags  
for 73 Years

# LONGINES

Has Been the World's  
Most Honored Watch

The map of the world has changed many times since 1866, but in 77 lands for 73 years Longines has remained—the World's Most Honored Watch. Once you have enjoyed the dependability of Longines timekeeping, your faith in Longines performance will be equalled only by your pride in Longines ownership. Longines Watches, priced \$40 up, are sold by authorized Longines-Wittnauer Jewelers.

AT N. Y. WORLD'S FAIR  
LONGINES-WITTNAUER  
Time & Space Building  
exhibiting the best of  
American Time and  
Space—created by the  
AMERICAN MUSEUM  
OF NATURAL HISTORY



No. 574  
14K Pink Solid Gold  
& Diamond 17 Jls. \$100

PRESENTATION  
14K Yellow Gold  
17 Jewels \$85.00

OFFICIAL  
Yellow Gold Filled  
17 Jewels \$60.00

JEWELRY LTD.  
Yellow Gold Filled  
17 Jewels \$45.00

# LONGINES

The World's Most Honored Watch  
WINNER OF 10 WORLD'S FAIR  
GRAND PRIZES—26 GOLD MEDALS

## Patty's Papa taught her golf (continued)



Patty and her father are constant companions. Patty studies while her father reads sports pages. Some of her trophies fill the cabinet. The Berg house is full of them.

Patty Berg owes her golfing greatness to her father and to the fact that she used to be a tomboy. Her father loves golf. Patty, as a girl, loved to play football with the neighborhood boys. When she was 13, her father forbade further football as unseemly for a grown-up girl. To solace his rebellious daughter, he gave her a few of his old golf sticks. First time she used them, Patty shot 122 for 18 holes and Mr. Berg realized that she was a natural-born player. He went to work on her, taught her all the tricks he knew. Patty was superb material. She had strong hands and wrists, a solid build, calm temperament. She began to win women's tournaments when she was 15. In 1935 when she was 17, she was already in golf's first ten. Patty plays for pure love of the game. Right after winning a major tournament she is as likely as not to enter a putting match. She still likes football too and would rather watch it than do anything except play golf.



Patty washes golf balls in the bathroom basin, using spare nailbrush for the job.



Her father helps pack the balls. He follows her around the course at matches.

## Trial Marriage

FOR  
**ELECTRIC  
SHAVERS!**

WE'RE so sure you'll become wedded for life to SET-UP that we've arranged a "trial marriage" between your electric shaver and this new Pinaud preparation!

Here's a perfect match if there ever was one! Pinaud SET-UP, lightly rubbed on your bristles, sets them up in the correct position for your electric shaver to whisk them off quicker... closer... yet more gently! Try this modern comfort combination to take the irritation out of your shaves.

This special offer gives you two weeks of face-happy electric shaves... plus a coupon good for 10¢ on the regular size SET-UP... all for one thin dime! Pick up SET-UP at your nearest

**SET-UP** drug or department store today. If your dealer can't supply you, mail coupon.

PINAUD L-4  
245 Madison St., New York City  
I am entering my "trial marriage" between my electric shaver and SET-UP! Here is 10¢ for the special trial bottle and coupon good for 10¢ on regular bottle.  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
My Dealer is \_\_\_\_\_

**PINAUD**  
NEW YORK · PARIS · LONDON

## 1939 Vacation Royal



Whatever your favorite vacation mood, there is good accommodation and thrilling recreational opportunities for everyone in this beautiful care-free country. You'll be royally treated in mountain, seashore, ranch or lake resort! Write for literature to:

**British Columbia**  
GOVERNMENT TRAVEL BUREAU  
VICTORIA CANADA



# BIGGEST "PACKAGE" EVER TAGGED WITH A PRICE AS LOW AS \$777.★



Oldsmobile "Sixty" with Econo-Master Engine

"BIG PACKAGE" is an automobile term that means a whale of a lot of car for the money. It means extra size, extra roominess and an extraordinary array of features and appointments. And that's just what you get in the Oldsmobile Sixty for a price right down in the low-price field. You get a car that's extra big, extra spacious—and quality-built throughout. And you get a quota of fine-car features that you'd only expect in cars costing considerably more. Check them over, at the right. With the exception of the 90 H. P. Econo-Master engine, they're

the same identical features you get in the popular-priced Olds Seventy and medium-priced Olds Eighty. No wonder the Olds Sixty is a "big package." Compare it with other cars in the low-price field and you'll find it the biggest "package" of value on the market. See your Oldsmobile dealer today and let him "wrap up" an Olds!

★ *Delivered price at Lansing, Mich., subject to change without notice. Price includes safety glass, bumpers, bumper guards, spare tire and tube. Transportation, state and local taxes, if any, optional equipment and accessories—extra. General Motors Instalment Plan. A GENERAL MOTORS VALUE*

## *The Low-Priced Car that has Everything!*

Rhythmic Ride based on Quadri-Coil Springing, 4-Way Stabilization and Knee-Action Wheels • Dual Center-Control Steering • Handi-Shift Gear Control • Self-Energizing Hydraulic Brakes • 90 H. P. Econo-Master Engine • 100 Per Cent Full-Pressure Lubrication with Rifle-Drilled Connecting Rods • Wide-Vision Body by Fisher • Die-Cast Radiator Grille • Big Streamlined Trunks on All Sedan Models

Three Great Oldsmobiles for 1939  
Olds Sixty • Olds Seventy • Olds Eighty

# "YOU OUGHT TO OWN AN OLDS"

VISIT THE GENERAL MOTORS EXHIBITS AT THE NEW YORK AND SAN FRANCISCO WORLD'S FAIRS



**"Bill Henry, you'll spank this child over my dead body!"**



*A modern wife finds a modern way out for her child*



**1. But, Mary...** I tell you I'm tired of pampering him. He needs it and I'm going to give him some if I have to ram it down his throat—or else...



**2. Oh, no, you're not!** He hates that nasty-tasting stuff and I think it's a crime to force him to take it just because it's around the house. You just wait a minute while I call the doctor!



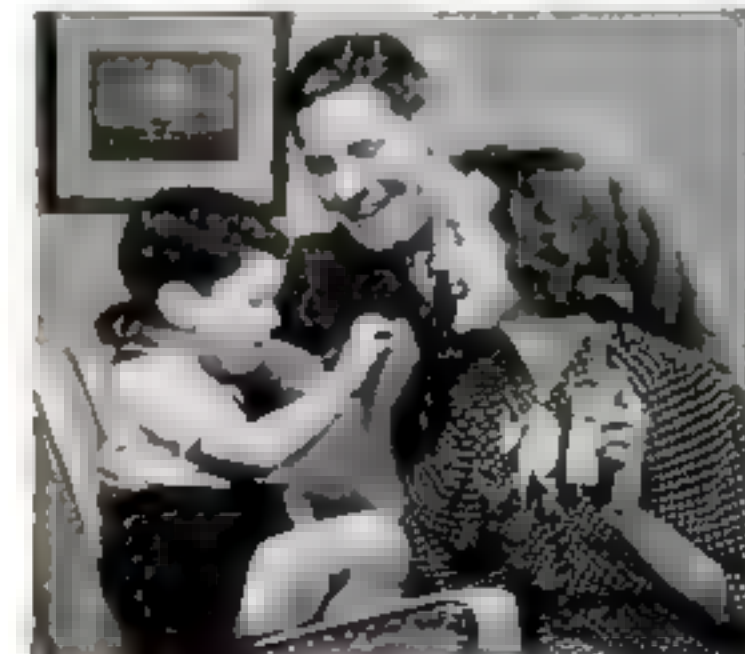
**3. Oh, I see!** Yes, doctor...uh-huh... WHAT?... Heavens! I didn't know that! Yes, indeed, I'll do it right away! Thanks so much, doctor.



**4. There, Smarty!** The doctor said never to FORCE a child. He said to give him a GOOD-TASTING laxative. But NOT an "adult" one. He said a grown-up's laxative might be TOO STRONG for a tot's delicate "insides" and could do more harm than good.



**5. He said to give him a modern laxative** made especially for children EVEN TO THE TASTE. So he recommended Fletcher's Castoria because it not only tastes good—it's safe, too. It has no harsh drugs, and won't gripe. I'll get a bottle now.



**6. Wow! Will you look at him go for that Fletcher's Castoria!** Thank heaven, we won't have any more fights over a laxative in this family.

*Chas. H. Fletcher* **CASTORIA**

The modern—SAFE—laxative made especially and ONLY for children

## SCIENCE



Latex balloons are stored in the Dewey & Almy Cambridge plant. These are the biggest-sized Cryovac bags, made especially to hold whole lambs for quick-freezing.

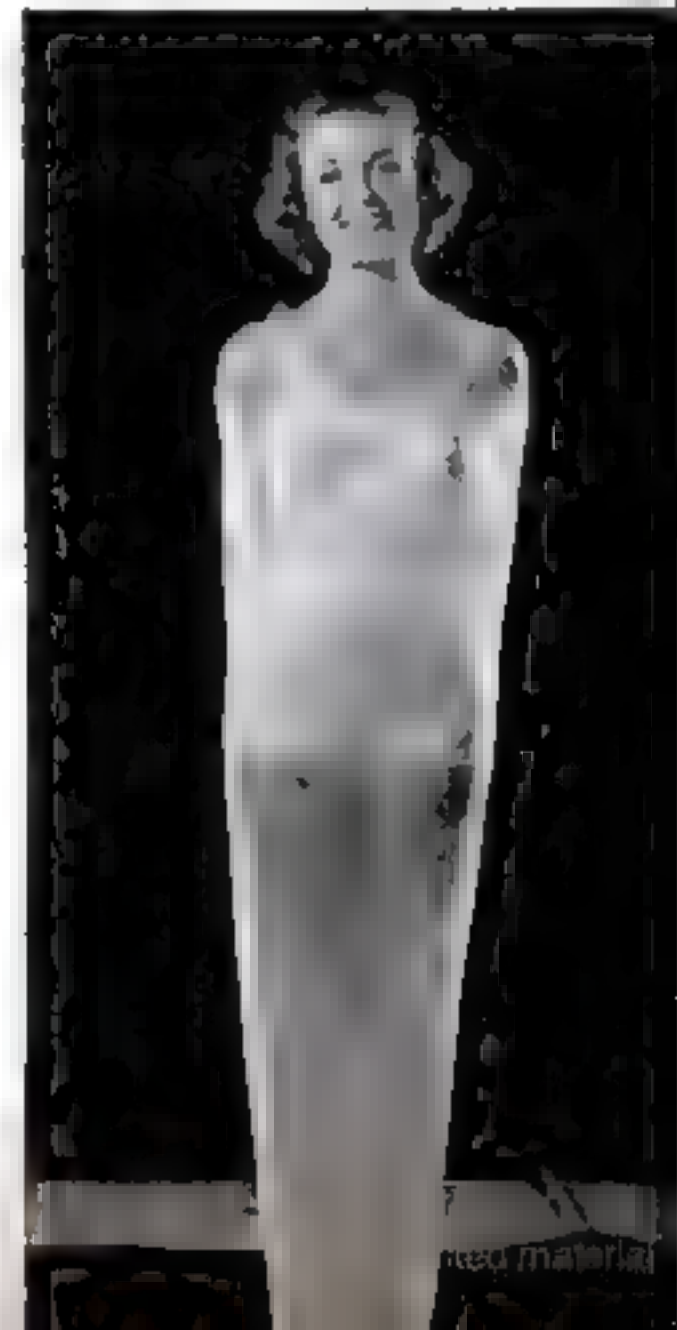
## LATEX BALLOONS MAY SOLVE PROBLEM OF PACKING QUICK-FROZEN MEATS

One of the liveliest and most promising young industries in America is the quick-frozen-foods business which, in five years, has increased its sales from 10,000,000 lb. of meat, vegetables, fruit and fish to more than 150,000,000 lb. Still in the throes of experiment, frozen-foods companies are seriously concerned with the problem of packing meat and poultry. Because these products come in irregular sizes, they cannot be put into orthodox square packages before being frozen. When exposed unwrapped to low freezing temperatures, they sometimes dry out, suffer unsightly "freezer burns."

One way of solving this problem is the Cryovac process, owned by Dewey & Almy Chemical Co. of Cambridge, Mass., now being used experimentally. Cryovac means "cold and empty." Meat or poultry to be frozen is wrapped tight in a latex balloon which keeps it from drying out, makes an attractive wrapping. The commercial use of Cryovac is shown on page 52. To demonstrate this scientific accomplishment the makers of Cryovac can seal a pretty girl in one of their containers, as shown here.

The Dewey & Almy Chemical Co. have two main lines of business. One is making the compound which canners use to seal tops to cans. The other is making latex meteorological balloons for weather observations. In Cryovac, Dewey & Almy neatly combine their packing and their balloon interests.

To demonstrate Cryovac, a pretty girl steps inside a latex balloon which has been inflated, then chilled so it stays stretched in large size. Bag is tied, air drawn from it.

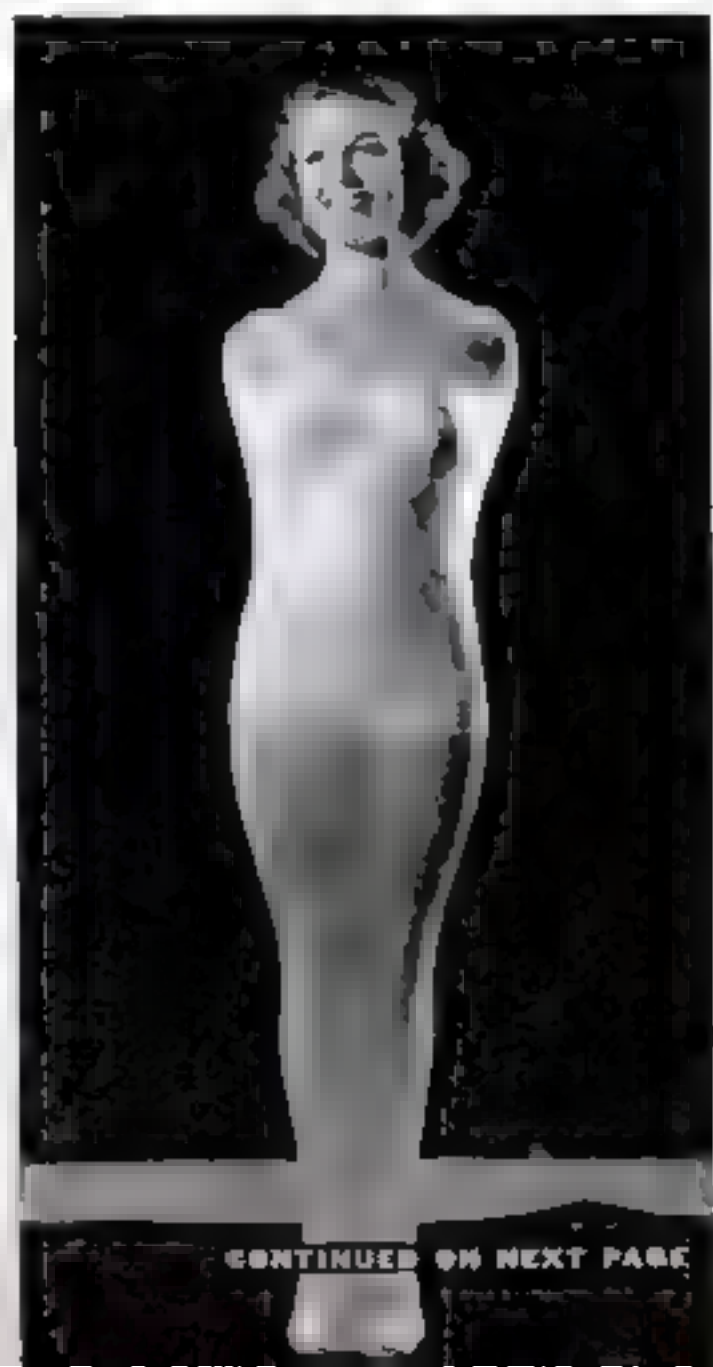
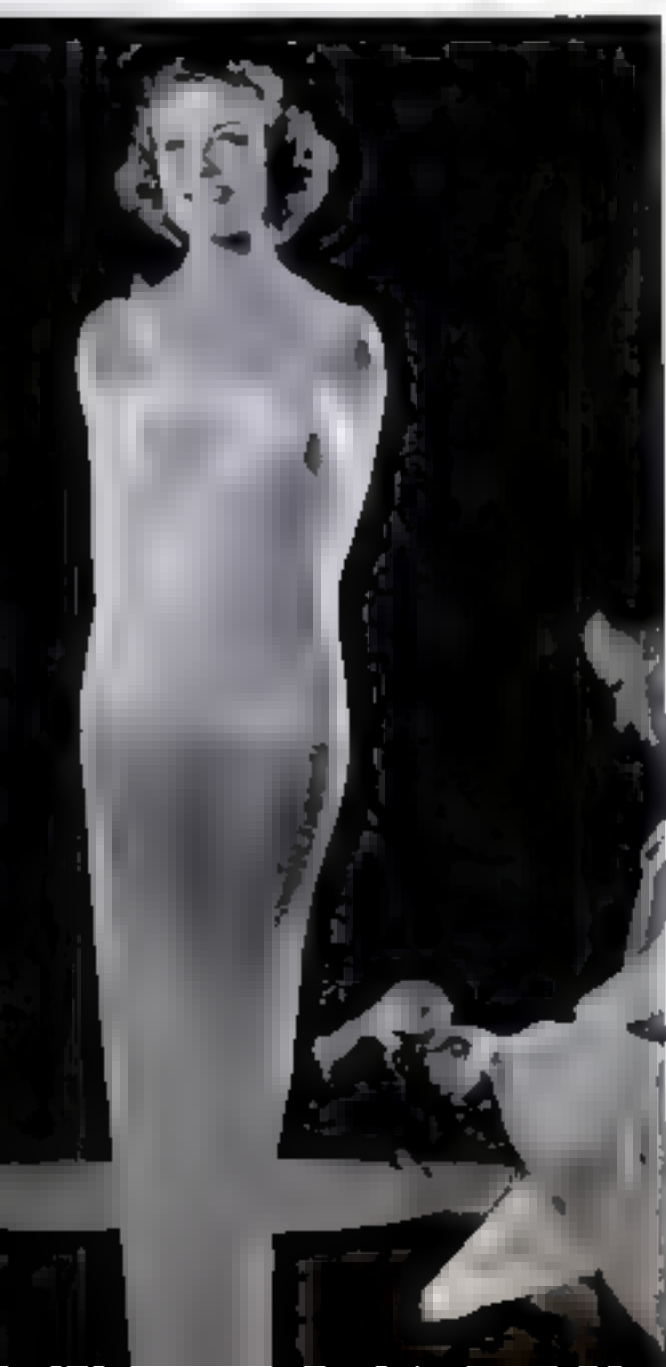






GIRL IN CRYOVAC BALLOON. MORE PRACTICAL USE IS SHOWN ON NEXT PAGE

A pretty package results as the Cryovac bag is sprayed with warm air. This thaws the latex and shrinks it, leaving the bathing girl in a taut, transparent wrapping.



CONTINUED ON NEXT PAGE

## IT SOUNDS TOO GOOD TO BE TRUE!

AT HAYDACK PARK, ENGLAND, IN 1929 ONLY TWO SHILLINGS WERE WAGERED ON A JUMPER NAMED COOLE. THE HORSE WON—AND PAID \$1700 ON THE 50¢ BET!



IT'S GOOD NEWS, TOO, THAT YOU CAN GET A KENTUCKY STRAIGHT BOURBON WHISKEY, QUALITY-MADE SINCE 1880, FOR AROUND A DOLLAR A PINT! ASK FOR **CRAB ORCHARD** AND ENJOY A RICHER, SMOOTHER, MELLOWER BOURBON!



# Crab Orchard

KENTUCKY STRAIGHT BOURBON WHISKEY



*first  
choice of  
those who know  
good beer...*

**For flavor...** It has a superior flavor and a distinctive taste.

**For quality...** It's pale, dry, uniformly good. Always the same... always right.

**For satisfaction...** Its high quality will please you.

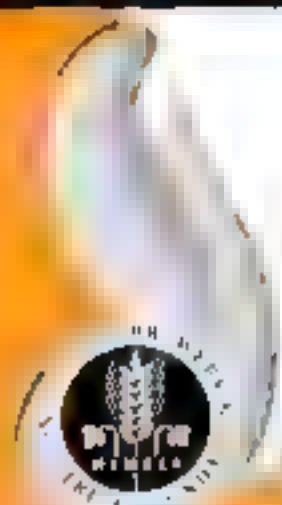
When ordering beer from your dealer, if you want the best, ask for Blatz Old Heidelberg.

**BLATZ BREWING CO., MILWAUKEE, WIS.**  
88 Years of Brewing Experience. Est. 1851

*Blatz*

**OLD  
HEIDELBERG  
BEER**

"MILWAUKEE'S MOST  
EXQUISITE BEER"



Copyright 1936  
Blatz Brewing Co., Milwaukee, Wis.

## Balloons for Quick-Freezing (continued)



A quarter of beef, wrapped in Cryovac just like the bathing-suit girl on the preceding page, is being treated with a warm spray to shrink it. A bag this size costs 85¢.



Ready for freezing and storage, the Cryovac-wrapped beef hangs in its transparent wrapping. Quick-freezing retains the fresh flavor of beef, keeps it fresh for years.



# You buy the mileage... but THE PEACE OF MIND IS FREE

OF COURSE you want *mileage* from your tires. Who doesn't? And make no mistake, General's famous long mileage has been the economy byword of shrewd tire buyers for many years. But... you're missing something mighty big if you haven't discovered all the *extras* you can get in a tire these days—in a *Squeegie-General*. • Enthusiastic users call it "peace of mind." To them this apt phrase sums up trouble-free driving;

a confident new feeling of sure-footed safety, in any weather; complete unconcern about blowouts; the priceless knowledge that they are riding on America's recognized Top-Quality tire. • Prices are at their lowest levels. Let your General Tire dealer show you how easy it is to change-over your new car or to put Squeegie-Generals on your present car. **THE GENERAL TIRE & RUBBER CO., AKRON, O.**  
In Canada—The General Tire & Rubber Co., Limited, Toronto, Ontario



## PUT THEM ON YOUR NEW CAR

General Tires never come as new car equipment but your General Tire dealer or your car dealer can give you complete information on how easy it is to put them on your new car at the start. Your first few miles on Squeegie-Generals will tell you why "More new car buyers change-over to Generals than to any other tire."



## HERE'S WHAT HAPPENS TO ORDINARY TIRES... when you apply the brakes

These photographs, taken through glass, show how an ordinary tire tread... no matter what the design looks like... squeezes together

...becomes practically smooth when brakes are applied. Only Squeegie-Generals have the patented, sure-stopping *wrinkle-action*.

## BUILT INSIDE AND OUT FOR MORE SAFETY—COMFORT

You can twist and flex a Squeegie-General section in any direction easily. There is no stiffness, no sharp bending. The flexible tread works with the flexible carcass as a single unit. This exclusive design means a *stronger yet softer* tire. It gives you maximum *blowout protection*, easier *riding* and greater *protection* to the car.

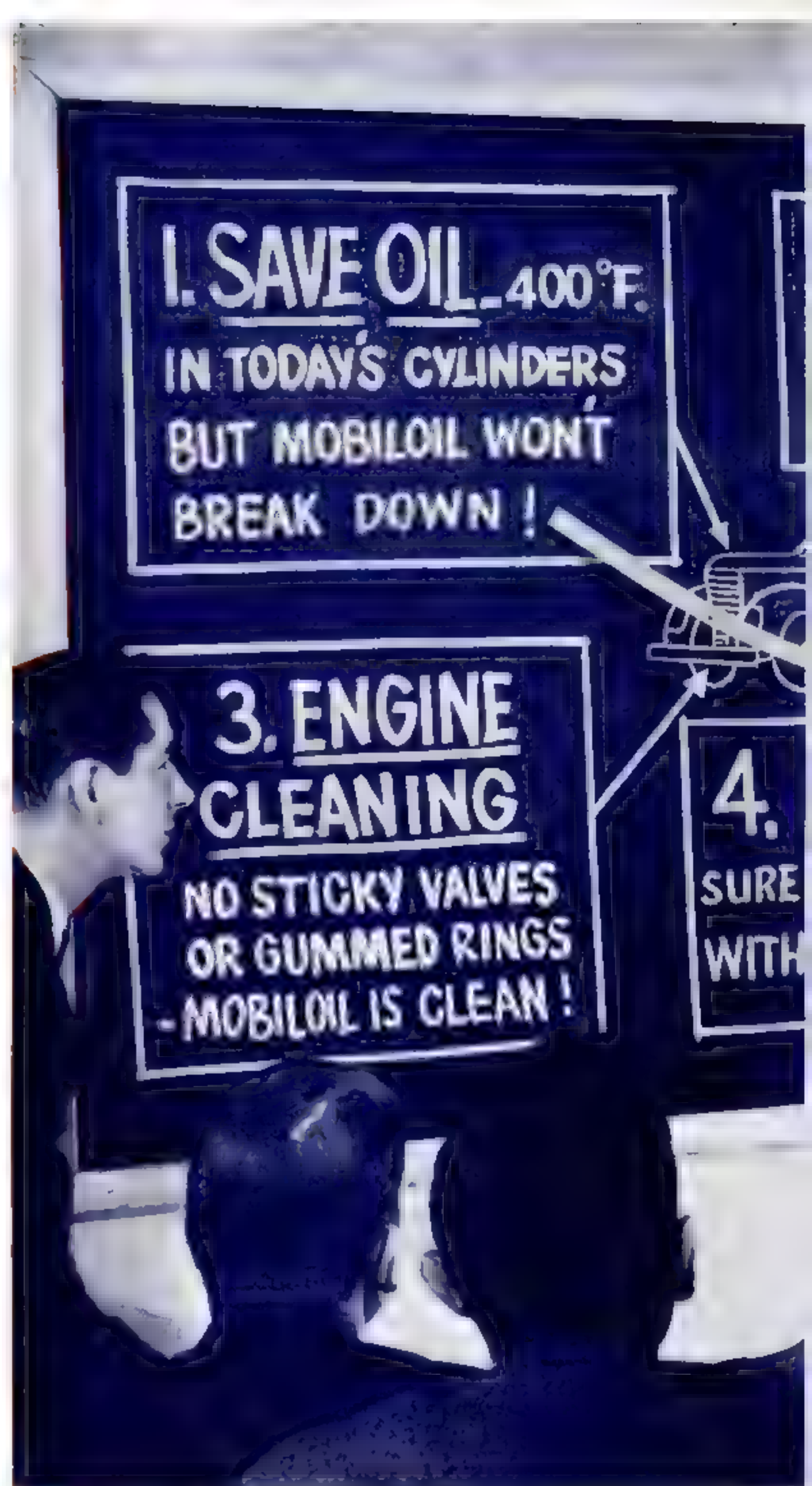


You're miles ahead  
with **GENERAL**

The only tire in the world that does **THIS**... then it **STOPS**. Rolling along, General's tread is straight... but at the first touch of the pedal the flexible ribs *wrinkle* into *squeegie-action*... grip in every direction for the quickest, safest stop you've ever known. Patented by General.



# 4 ways you Save when you buy Mobiloil



*These Scientific Facts are Important*

YOU "ROB PETER TO PAY PAUL"! That happens today when you buy oil built to emphasize just one or two good qualities!

Engines are 100° hotter...far faster than a few years ago. Clearances 50% closer.

You must have oil that resists wear, carbon, gum and "oil drag" equally well. That's

# MOBIL



**2. SAVE GAS**—MOBIL OIL REDUCES  
"OIL DRAG"—PISTONS WORK SMOOTHLY—  
YOU SAVE ON FUEL!



*ant to You and Your Pocketbook!*

why Mobil oil is distilled, refined, dewaxed,  
filtered—to give Balanced Protection.

This oil is tough, but won't bind tight-fit-  
ting parts. Fast-flowing, but won't thin out  
dangerously. Clings, but won't clog.

On the blackboard above, you can see the  
results—Mobil oil saves you money 4 ways!

**MOBIL**

**GET MOBIL OIL  
FOR**

*Balanced  
Protection*



**Mobilgas**

SOCONY-VACUUM

**STOP AT THE SIGN OF  
FRIENDLY SERVICE**

SOCONY-VACUUM OIL COMPANY, INC.  
AND AFFILIATES  
Magnolia Petroleum Co.—General Petroleum Corporation



Easy . . . Refreshing . . . Double-Quick Shaves  
With This New

# Gillette Blade

at 1/2 Price



Radically Improved Kind  
of Super-Keen Edges  
Make New Thin Gillette  
Blade Easier Shaving  
. . . Longer Lasting

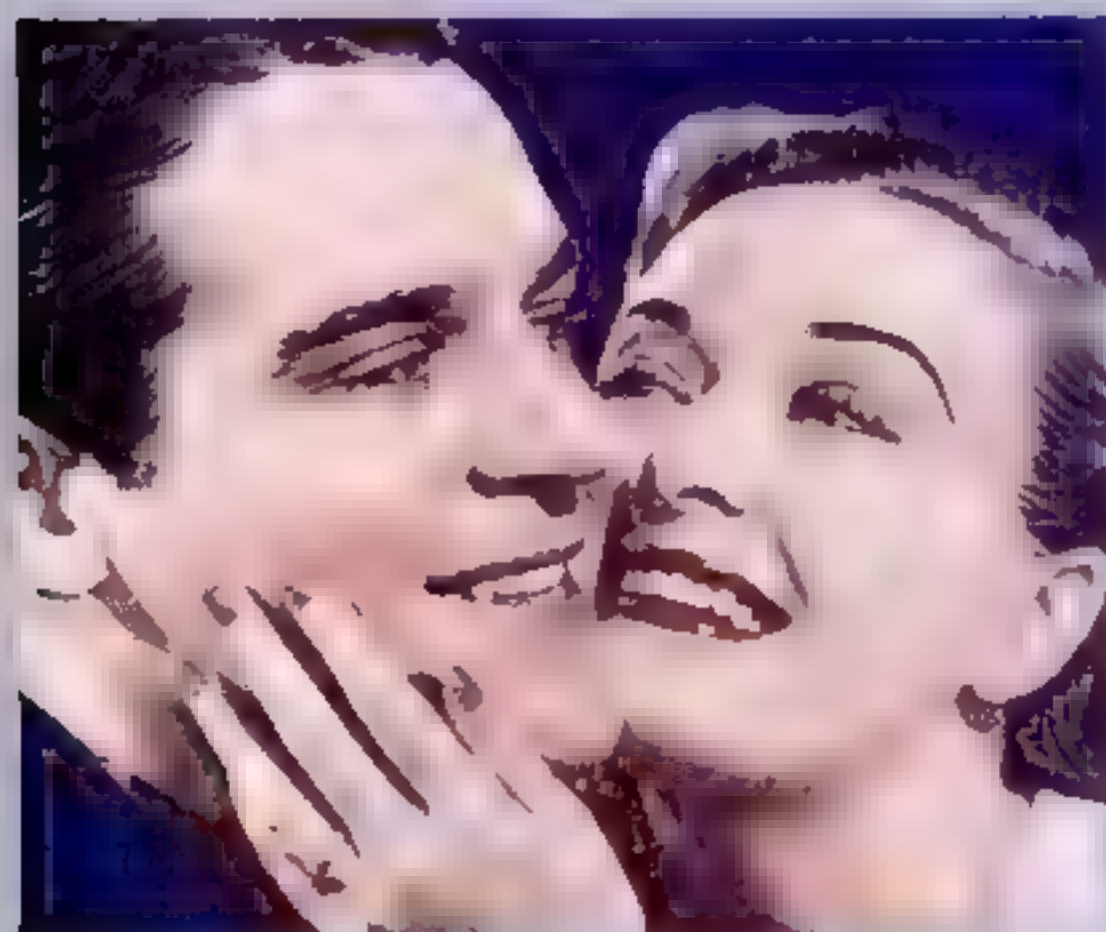
YOU get good-looking, comfortable shaves every time . . . and save money too . . . when you use the new Thin Gillette Blade. This blade is made of easy-flexing steel hard enough to cut glass. It has super-keen edges of an entirely new kind. You whisk through tough beard quickly, easily, and protect your face from smart and burn caused by misfit blades. Gillette alone, with its world-renowned facilities, could produce . . . and sell at only 10c for four . . . a blade so superior as this. Buy a package from your dealer today. See for yourself how the Thin Gillette outlasts ordinary blades two to one!



*Reputable dealers give you what you ask for. Don't gamble with substitutes . . . insist on Gillette Blades!*

Naturally . . . You Men Who Want Utmost Shaving Luxury Demand

## The Gillette Blue Blade



AMONG men's accessories today's Gillette Blue Blade is a luxury without parallel. It gives you all that money can buy in shaving comfort for less than one cent a day . . . a price every man can afford. This is the finest razor blade ever produced. Don't let anybody fool you about that. Rely on your own judgment and buy a package from your dealer today! Complete satisfaction is positively guaranteed.







As Mrs. Midget, heroine of *Outward Bound*, Laurette Taylor is an elderly, cockney charwoman. Her fellow

passengers, none of whom are aware that they are dead, find her presence among them embarrassing.



In the smoking room of Playwright Vane's ghostly ocean liner, Mrs. Midget encounters a loud, disdain-

ful society woman and a world-weary young drunkard. She starts when she learns his name is "Prior."

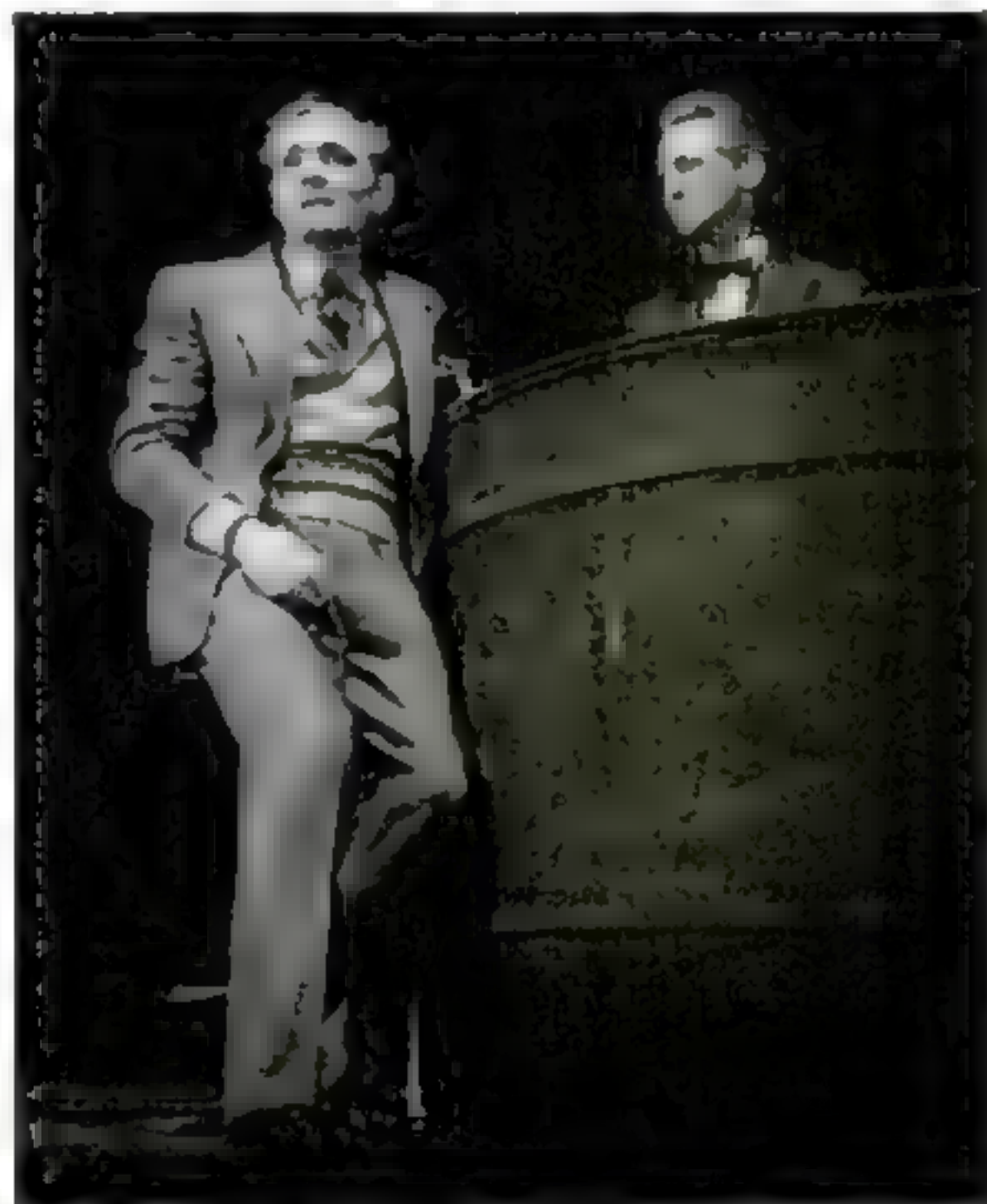
## LAURETTE TAYLOR GETS PRIZES

### FOR ACTING IN "OUTWARD BOUND"

**B**iggest surprise hit of the 1938-39 theater season in New York is undoubtedly that of an old actress in an old play—Laurette Taylor in *Outward Bound*. Sutton Vane's delicate, ironic fantasy, about the voyage of a group of strangely assorted characters from the grave to the mysterious shores beyond it, was first produced in 1924, when it ran for five months. When *Outward Bound* was revived last winter, critics and public found it as good as ever but no one expected it to prove an exception to the rule that revivals rarely last long. Now, having outlasted its first New York appearance by almost a month, it is one of the hardy group of last winter's hits which will stay on through the summer to entertain visitors to the World's Fair.

One good reason for the success of *Outward Bound* is the presence in its cast of Laurette Taylor. To say that she is an old actress does not mean that Laurette Taylor, now only in her fifties, is an old lady. She has, however, been acting professionally since 1903 and she became one of the U. S. theater's truly great personages with her famous hit in *Peg o' My Heart* in 1912. Since *Peg o' My Heart*'s author and Miss Taylor's husband J. Hartley Manners, died in 1928, her appearances have been rare. To the crucial role of Mrs. Midget in *Outward Bound*, Laurette Taylor brings the skill and sympathy which can only come from the combination of great talent fortified by long experience in the theater and outside of it. Last week she was rewarded. On behalf of Director Robert Porterfield of Abingdon, Va.'s Barter Theatre, who had organized a committee to vote on the subject, Mrs. Eleanor Roosevelt presented Laurette Taylor, as "the first lady of the theater," with an odd assortment of prizes for "the outstanding performance of the year by an American actor." The prizes included "one acre of land on the side of a mountain near Abingdon; two jobs at the Barter Theatre for young actors to be chosen by Miss Taylor; one sugar-cured Virginia ham and one statuette of Mrs. Midget."

Including the revival of *Outward Bound*, New York theatergoers last week had an even two dozen shows to choose from. Box-office leaders in their respective groups were: *The American Way*, *Abe Lincoln in Illinois*, *The Little Foxes* (serious), *The Philadelphia Story*, *No Time for Comedy*, *Kiss the Boys Goodbye* (light), *Hellzapoppin*, *Leave It to Me*, *Stars in Your Eyes* (with music).



Prior (Bramwell Fletcher), puzzled by surroundings, tries to pump the steward, Scrubby. Scrubby gives him several whiskies, tells him little.

CONTINUED ON NEXT PAGE





Snubbed by other passengers, Mrs. Midget explains that she has earned enough to send her son to college and keep him ignorant of his origin. Young Prior, realizing that he and his fellow travelers are bound for another world, has sardonically revealed his discovery to the rest.



Correctness of Prior's surmise is established when a mysterious inspector boards ship, begins questioning the passengers. Pompous industrialist, unmasked by the inspector's grilling as an avaricious cheat, can only say: "I've not been wicked. People respect me."



Saddest passengers on boat are the young couple whom Scrubby calls "half-ways." They begin to understand the penalty for suicide when the inspector resolutely ignores them despite Prior's pleas on their behalf. When the other passengers leave, they must stay aboard.



Relationship between Mrs. Midget and Prior, long suspected by the audience, is quickly guessed by the inspector. When he promises Mrs. Midget that after debarkation she can care for Prior as his housekeeper, she gasps: "It's 'Eaven, that's what it is, it's 'Eaven."





Discovered in a New England attic, this old painting shows a conscientious driver pressed to the limit. Can he avoid a crash? We shall be glad to mail you a reproduction of this quaint picture in full color worthy of framing. See instructions below.

## *Cops!* ANOTHER HIGHWAY ACCIDENT IN THE MAKING

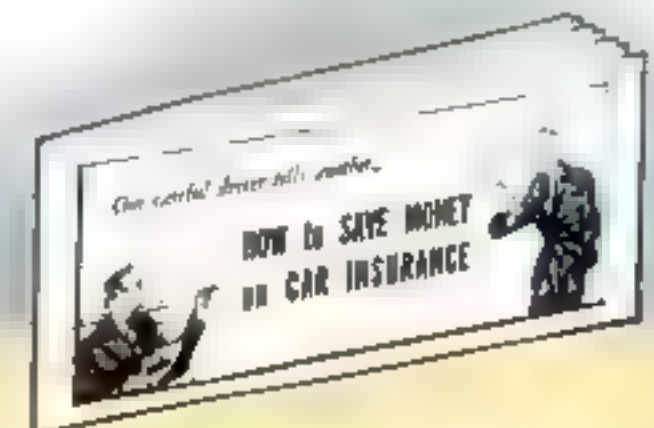
**H**IGHWAY safety continues to be a major problem in America today. Engineers, research experts and aroused public opinion are pressing forward to cut down the slaughter. Latest accident figures give welcome evidence that progress is being made. But just so long as there is *one reckless driver* in your community you cannot be totally free from danger and the heavy financial liability involved.

We at Liberty Mutual believe that safe drivers are entitled to something more than a pat on the back. The most practical way we know to reward

them is by giving them car insurance at lower cost. This we do with *special rate reductions* in all states where insurance laws permit. In addition, regardless of where you live, you may share in the savings which Liberty Mutual earns for its policyholders through its lower costs of doing business. We have paid more than \$70,000,000 in dividends to our policyholders since 1912.

You will learn the facts you should know about accidents and car insurance when you read our new illustrated booklet, "Automobile Insurance at Lower Cost." It shows how 170,000 careful

drivers are saving money, explains how you can qualify, describes our convenient Deferred Payment Plan. In addition to the booklet, we will send an estimate of the money you may save by insuring your car with Liberty Mutual. All this will be sent to you without cost or obligation. Mail the coupon today — for the booklet and the print.



**LIBERTY MUTUAL**  
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Home Office: Boston

77 offices in principal cities from coast to coast

LIBERTY MUTUAL also write Workmen's Compensation, General Liability, Burglary and Robbery, Forgery and Fidelity Bonds for manufacturers, merchants and individuals. All forms of Fire Insurance written through United Mutual Fire Insurance Company.

Liberty Mutual Insurance Co.  
175 Berkeley St., Boston, Mass.

Without obligation, send me free print of the painting reproduced above; also your booklet showing how careful drivers save on car insurance. This offer is limited to car owners. L. 5-22

Name

Address

Town where car is kept  Make of car

No. of Cyls.  Body Type  Model No.  Year





## THE MADONNA OF THE PINKS

BY RAPHAEL SANZIO



## LADY IN A BLUE HAT PAYS \$60,000 FOR FINE RAPHAEL

The year's most elegant auction was held in New York last month to dispose of the first Raphael ever sold publicly in the U. S. On the opposite page this little masterpiece, *The Madonna of the Pines*, is reproduced almost full size. Long owned by Marie Orloff, this Madonna was carried by the Orloffs when they fled Russia before the Revolution. In 1922 it was bought by M. Felix Lachowski, a Paris art collector.

On the night of the auction nearly 1,800 art lovers filled the American Art Association-Anderson Galleries, largest U. S. art auction rooms. Bidding for the Raphael started at \$30,000, lasted only five minutes. Final bid of \$60,000 was made by Art Dealer Mortimer Brandt for a private buyer identified only as "the lady in the blue hat." She was Mrs. Drury Cooper, a lawyer's wife. She had her \$60,000 Raphael wrapped up in brown paper, took it home in a taxi.



"Madonna" wrapped in brown paper is carried from auction. Its new owner, Mrs. Drury Cooper, follows in doorway.



Anthony Nicholas Bade, called "The Anthony Eden of Auctioneers," has sat for 30 years in the rostrum at Anderson's.

Mr. Bade has auctioned \$15,000,000 worth of art and rare books, including Gutenberg Bible which went for \$106,000.



Replacing glass on "Madonna" is Arthur Wyler (right) in charge of exhibits at auction gallery. Glass was removed while picture was auctioned on platform to prevent glare from light.



A \$60,000 gesture by Art Dealer Mortimer Brandt (seated) brought Raphael's *Madonna* for Mrs. Cooper, who sat by herself in a corner. Mr. Brandt quietly raised one finger to indicate his bid.





## BRAZIL'S TROUBLE

**B**razil's trouble is too much dependence on one crop and too much of that crop. Ten years ago coffee was 70% of Brazil's exports and is still about 45%. To keep its price up, Brazil has taxed, restricted and burned coffee. But the price kept plummeting and the quality slumped too. Best-grade coffee comes to the U. S. Brazil is now trying to develop other crops, has been notably successful with cotton.



# BRAZIL

## LAND OF OPPORTUNITY FOR FOREIGNERS

**B**est friend of the U. S., among all the world's great nations, is probably Brazil, yet North American interest in Brazil is almost nil. Most of its big crop, coffee (shown bagged on the opposite page), is sold in the U. S. The fact is that Brazil is an extraordinary country in a difficult period of its development. Its land area is far bigger than and as rich as that of the U. S. and its population (43,000,000) about the same as that of Britain or France or Italy. These 43,000,000, however, are crowded along the coast and into the panhandle at the southern end. Inland, the world's richest iron deposits lie idle and no railroads span the red plateau.

The curse of Brazil is that, like the U. S. in 1880, it is politically divided. Since Brazil is below the Equator, its South is cool and industrial, its North is hot. Its Richmond is Rio de Janeiro. Its New York is São Paulo. Up to 1930, the States of Brazil had almost complete autonomy. Before the country could be developed, it had to be centralized. Unlike the U. S., Brazil's great West is all in the North. In the final showdown the North, the hot agricultural zone, won. Brazil is centralized at last but it



PRESIDENT DICTATOR GETULIO VARGAS

is dominated by its backward, agricultural half.

This fact, whether good or bad, explains most of the paradoxes in modern Brazil. The remainder is explained by the fact that Brazil is halfway along the road to creating a new race. In the hot North, Brazilians are mostly Negroes and Indians. Around Rio, they are whites and Negro blends. In the cool South, they are preponderantly white—Portuguese, Spanish, German, Italian, plus some Japanese.

So far this racial melting pot has produced a man who is quick-witted, quick-tempered, languid, unambitious, incurious, superlatively good-humored and laughing. He moves in a liquid, slow-motion way calculated to avoid working up a sweat that might lead to a cold. He is also interested in *futebol* (soccer), dancing, gambling and keeping cool. He does not care one way or the other about President Vargas' amiable dictatorship, backed by the outsize Army.

Vargas' Government wants to modernize Brazil and is glad to have foreigners' help. The U. S., Germany and Britain are fighting a bitter trade war for this great land of opportunity. On these pages LIFE shows what the rival foreigners are doing in Brazil.

PHOTOGRAPHS FOR LIFE BY JOHN PHILLIPS



ON THE SUPERS BEACHES OF RIO DE JANEIRO THE CITIZENS (CALLED CARIOCAS) KEEP COOL. THIS IS FAMOUS COPACABANA BEACH LINED WITH APARTMENT HOUSES

CONTINUED ON NEXT PAGE



# IT TRIES TO MODERNIZE ITSELF WITHOUT



**Shapely Cariocas** (swimsuits of Rio) walk down to the molasses beaches that line Rio's shore, in bathing suits. Cariocas are among the world's pleasantest, gayest, friendliest and most

relaxed people. These girls are pure white and proud of their blood. But they are careful to treat mulatto fellow citizens as equals. The language and heritage of Brazil are Portuguese.



**In the back country**, the people of Truan play football (soccer) in the large field in front of the village church. The ball is a leather, just to the left of the coconut palm tree. Prunade



**Coffee-tasters** go to work in Santos, great coffee port, in the plant of Lima, Nogueira & Cia. Each bowl contains 25 grams of freshly ground and roasted coffee from a particular shipment

Boiling water is added to the coffee and the taster stirs, sniffs, sips and spits out the mouthful in the hourglass-shaped spittoon. After tasting, the coffee is assigned to one of eight grades.



**Sao Paulo** is the capital of the coffee barons. Its buildings and people look much like those of Kansas City and very little like those of any other Latin-American city. Here in the



# INTERFERING TOO MUCH WITH ITS PLEASURE



ly all male Brazilians play the game and the annual match with Argentina nearly starts a war every year, usually ends in a riot. This inland village is in coffee and fruit country.



Rio's resort town is Petrópolis in the hills, a beautiful 19th Century French Victorian town where the grandson of the last Emperor lives and the taxis are two-horse barouches. The

President's summer palace (summer is January & February) is here too. It is delightfully cool. This is the lake of the Crenier Hotel. Brazilians have lately taken up the country weekend.



South is most of Brazil's wealth and industry, most of its white men and almost none of its guiney. The coffee barons used to rule all Brazil, are now ruled from Rio de Janeiro.



The Instituto Agronomico in São Paulo controls the sale of all São Paulo's cottonseed, improves coffee and cotton stock. The coffee section is run by a German. An Englishman, Dr.

Sidney Harland (smoking pipe), is developing cotton. Brazil's last year's crop amounted to 478,000 tons. The Institute tries to get Brazilian farmers to use more fertilizer on their rich soil

CONTINUED ON NEXT PAGE



# THE BRITISH ARE THE BEST ADMINISTRATORS

Of all the nationalities that are finding in Brazil a rich land of opportunity, the British are by far the most deeply entrenched. The British have \$500,000,000 invested in Brazil, as against the U.S.' \$200,000,000, and hold \$1,000,000,000 of Brazil's frozen debt as against the U.S.' \$360,000,000. The British, here as nearly everywhere, are unobtrusive and successful exploiters. They own the very profitable railway that takes the coffee down the face of the cliff from São Paulo to Santos. They also own the Vestey packing business, the deepest gold mine in the world, department stores and a great many

huge plantations (called "fazendas"). Sample of the British fazendas is the one shown below—the biggest coffee plantation in all Brazil. The Cambuhy Coffee and Cotton Estates bought it from the Magalhães family in 1924 for \$2,500,000. It has 4,500,000 coffee trees, 15,000 acres of cotton, 6,000 heads of Zebu cattle, supports about 12,000 people. Workers get about 40¢ a day. The fazenda has a doctor, druggist, general store and cotton gin with a press where oil is squeezed from cotton seed, leaving flat, dry cakes (opposite page). It is managed by a nephew of the late Sir Rider Haggard, writer of adventure fantasies.



The British fazenda grows cotton ("white gold") in the foreground, coffee ("green gold") in the far distance, sugar cane and rice. It also sells fertilizer, cottonseed oil and wax.



Eucalyptus trees are grown on a fazenda, harvested every five years, sold for railroad fuel. New industries are harvesting wild fiber ahuha to compete with sisal and henequen.



British manager is Dan Haggard, nephew of late Rider Haggard, famed author of *She*. He plays with Bugio monkey, Micky, against the Brazilian night and a papoula vine.

Haggard and his wife have been on the job in Brazil for

27 years. Their plantation has five railway stations. He is a typical colonial Englishman, resourceful, self-reliant.





**FAZENDA WORKERS PRESS**

**OIL FROM COTTONSEED**

CONTINUE ON NEXT PAGE





Japanese schoolchildren in Bastos have a Brazilian schoolmistress for whom they behave with the celebrated Japanese good manners. They must learn Portuguese now. This is deep in the back country behind São Paulo. Some 1,200 Japanese families herd together here.



Japanese magazines are on sale in Bastos' bookstore, called *Papeleria Mikado* (above). Below, Japanese of Bastos practice *kendo*, a chivalric kind of fencing with staves, while awed Brazilians look on in the doorway. Brazilians generally do not like the Japanese.



BRAZIL (continued)

## THE JAPANESE MOVE JAPAN INTO BRAZIL



LEADER NAYANAKA

Scattered about Brazil there are some 180,000 Japanese. They work the country in compact, secretive groups. As in the Bastos plantation shown here, one leader buys up a block of land for unidentified financial interests. Then Japanese laborers are imported, perhaps conscripted, from Japan and put on the land under a co-operative organization. They work like heavers. At night they practice their ritual *jūjutsu* and *kendo*, see Japanese movies twice a week. They speak no Portuguese, mix with no Brazilians. They are supposed to drill in secret in their villages. They build oval wood houses with a dining

room in the center, flanked by kitchen and bedroom. When they get into trouble, the Japanese consul takes care of them. LIFE's Photographer John Phillips was the first white man able to talk the Japanese at Bastos into having their pictures taken.

The Japanese naturally mystify and frighten the Brazilians. Nobody can figure out what they are up to. Once the Japanese children were taught by Japanese teachers. Now the Brazilians have compelled them to study under Brazilian teachers and to learn Portuguese. Brazil has clamped an official quota on Japanese immigration but still Japanese pour in because they are the cheapest and best obtainable labor. Outside real estate, their economic stake in Brazil is small. For a time their compatriots back home sold cheap tin wares, glassware, cotton goods, silks and toys to the Brazilians but this business is now only 1% of Brazil's imports. The Japanese run shops in a few towns and cities. Some are fishermen on the coast. Some rent land from the Brazilians and work it to death. Some even hire poor Italians and Brazilians at the lowest wages paid in Brazil. But at present the Japanese are only a strange, unassimilated lump in Brazil's army of races.



Industrious and thorough, the Japanese cultivate their cotton fields just outside Bastos. Unlike their brothers back home, they do not use much fertilizer because they do not value the Brazilian land. Brazil's cotton crop has risen from 151,000 to 474,000 tons in six





The Bastos team of Japan's favorite modern game lines up with two sons of Plantation Owner-Manager Seiji Hatanaka. At right, the small son of a Bastos cotton-picker is surrounded by Brazilian chickens. He wears Japanese dress and sandals.

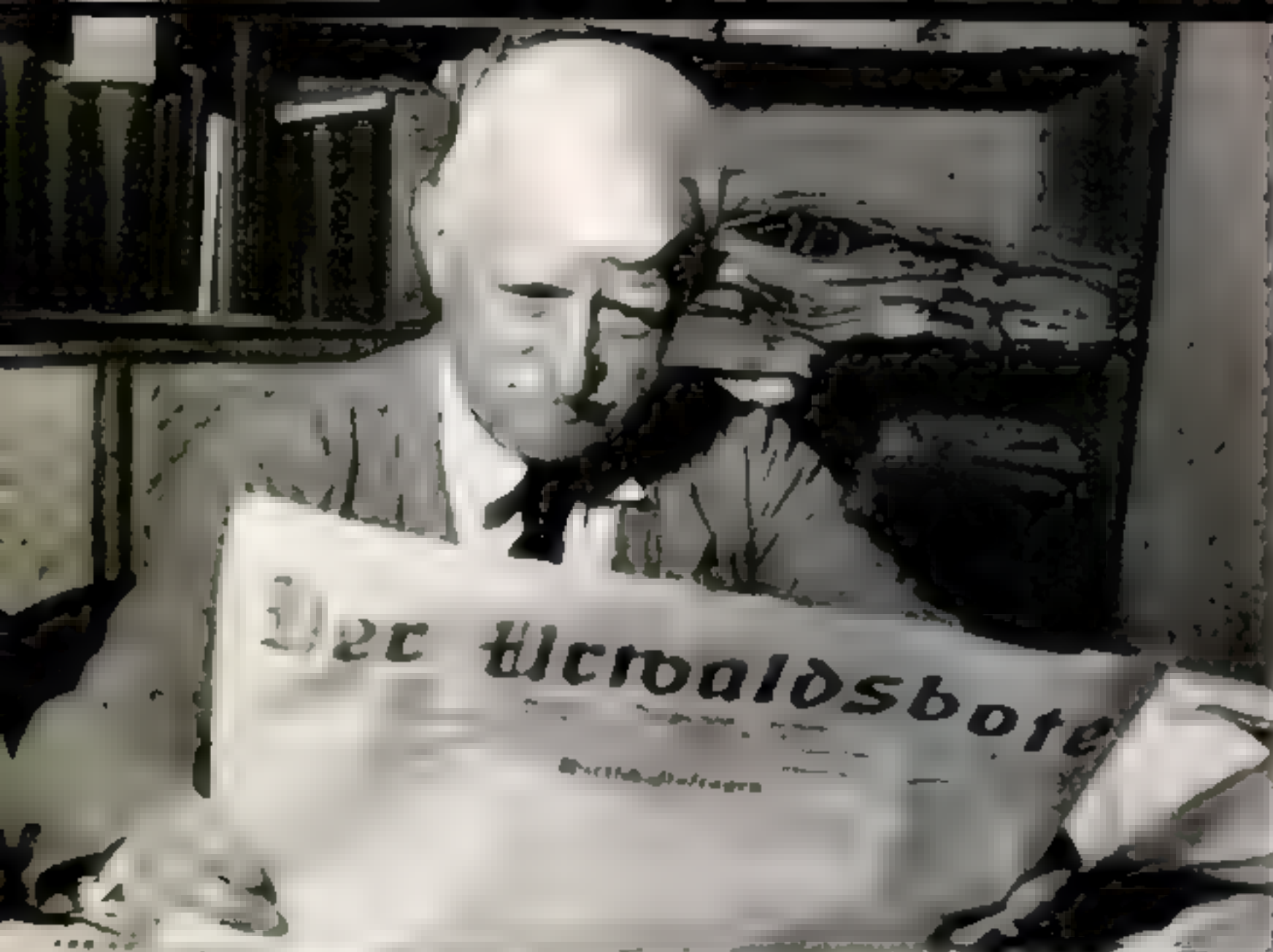


years, is now the world's sixth biggest. There is enough good land to make it the world's biggest but Brazil needs more and more cheap labor to work the land. Cotton is now the most profitable crop in Brazil in notable contrast to coffee.



CONTINUED ON NEXT PAGE





Journalist Victor Schleiff reads his own newspaper, *Der Urwaldbote* (The Wilderness Courier), published in the German town of Blumenau. Stores and streets in Blumenau have German names.



A Brazilian teacher has replaced the German teachers who taught Blumenau's children only in German until last year. Many Germans now send their children back to Germany for schooling.

(continued)

## GERMANS IN BRAZIL TRIED TO TAKE OVER

The Germans caused no trouble in Brazil until the birth of National Socialism gave them visions of taking over the whole country. They began arriving nearly a century ago—scarcely 150,000 of them have entered Brazil in the last 50 years as against 180,000 Japanese, 1,300,000 Italians, 1,100,000 Portuguese, 500,000 Spaniards and 100,000 Poles. These 150,000 Germans have now grown to about half a million, mostly Catholics from Bavaria. They married only fellow Germans, spoke only German and prospered in a small way. Like all people from their native land, they became more conservatively patriotic than their brothers at home.

To these Germans, who had never known the post-War German Republic,



Like a German town in southern Germany is the Brazilian town of Blumenau, center of highest German concentration in Brazil. The town itself has a population of 14,000, the munic-

## GERMANY FLOODS BRAZIL WITH CHEAP MANUFACTURED GOODS

Germany supplies Brazil with hardware, tools, cutlery, machinery, railroad cars, chemicals, wool yarn and the usual flood of cheap gadgets. These she barter for coffee, cotton, tobacco, cacao and rubber, by a system of barter marks, redeemable only in goods. This barter system is the chief enemy of the U. S. system of trade agreements. It is profitable to Brazil in the short run. But it compels her to take whatever Germany wants to sell, at Germany's price.

At right are shown some samples of what Germany sends Brazil. Best-known is the German airline, Condor-Lufthansa, which runs on the German system of keeping schedules in all weathers and has a very high accident rate. As a result, the U. S. Pan American, which has a low accident rate, gets most of the business. Lately Brazil has ruled that the airlines inside Brazil must use Brazilian pilots. Condor-Lufthansa has naturalized its pilots, still uses them



Airline offices of German-owned Condor-Lufthansa company are on main street, Avenida Rio Branco, in Rio de Janeiro.



The Nazi swastika is often to be seen at the docks of Rio de Janeiro. This is the German *Antonio Delfino* out of Hamburg.



Hitler's philosophy sounded like a return to the glories of the imperial Germany they had loved. They formed Storm Troop battalions and Hitler Youth troops and marched interminably to the chatter of the small German drums. They boycotted and beat up any German who did not go Nazi with them. All this got the support of the Nazi German Embassy in Rio de Janeiro, working through an attaché, Hans Henning von Cossel. At the same time the Germans inspired a native Brazilian Fascist organization, the Integralistas. Two years ago President Vargas struck suddenly at the green-shirted Integralistas, destroyed them and then banned all political badges and uniforms. A year ago they struck back, ineffectually. Since then the Government has kept out the German Ambassador and forced the German towns of Blumenau, Joinville, Florianopolis, Porto Alegre, Nova Berlin, to change all signs to Portuguese. Now the Germans lie low.

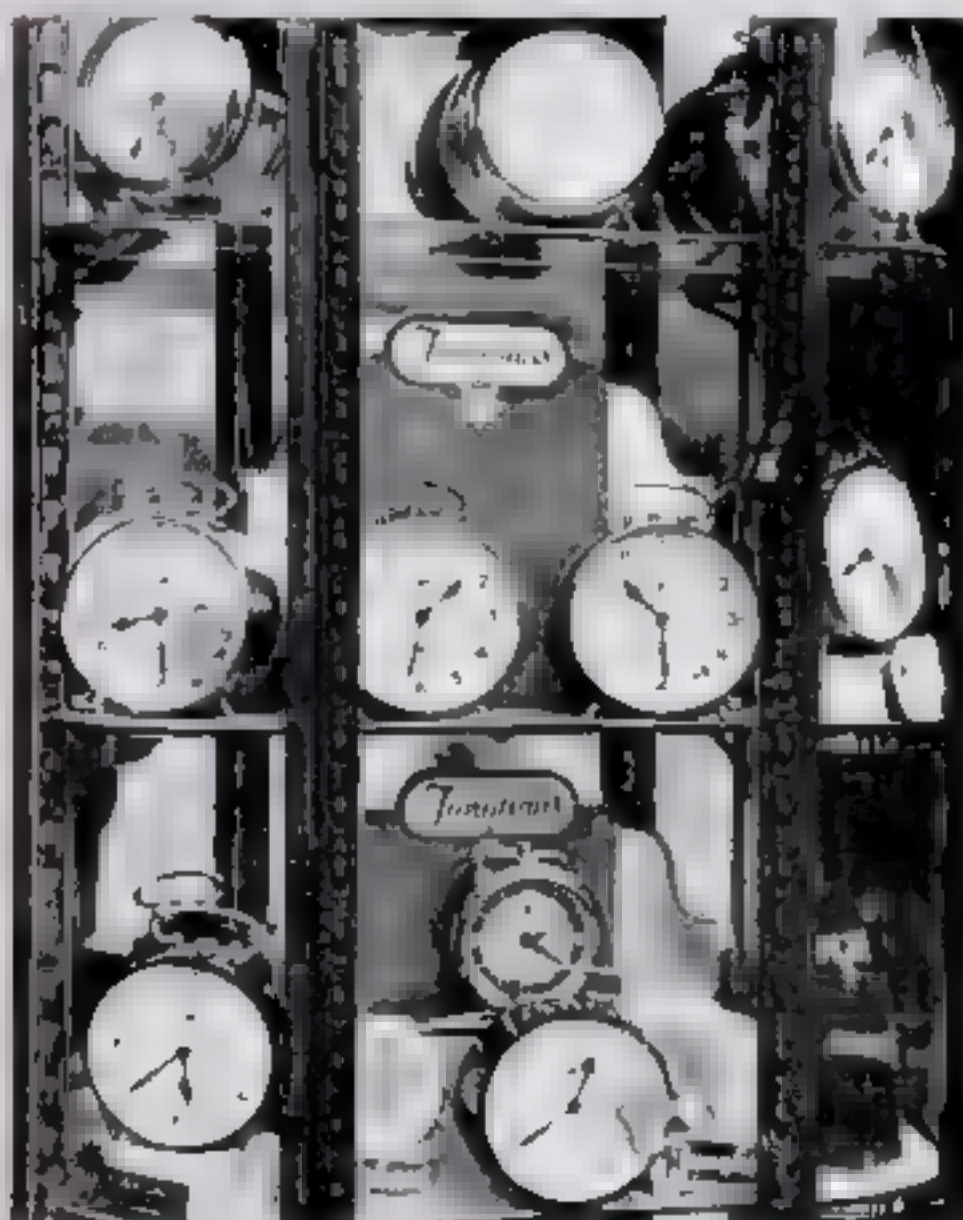
Germany's trade menace has been exaggerated. Since 1933, U. S. sales to Brazil have stayed at about 21-24%. Germany's have risen from 12% to 24% at the expense of Britain's which have slumped from 19% to 11%. The German figure, however, is based on the official value of the mark which is about 20% above its real value. Germany is Brazil's best customer for cotton but it pays in barter marks. The Brazilians are glad to get even these for their surpluses.



total area 50,000. Blumenau has 34 good public schools, 68 private, one high school, eight hospitals. It is on the Itajaí River. There is one American, an agent for Oldsmobile and Opel.



The newspaper office of Blumenau in which sits Herr Schleiff, shown on the opposite page, looks as though it stood in German Pomerania where Herr Schleiff came from 20 years ago.



German alarm clocks, made by the Junghans Company are for sale in São Paulo where there is a big German colony.



German typewriters are displayed in a São Paulo store window. Brazil needs such manufactured products and can pay for them with cotton and coffee which Germany needs.



Cheap German shovels are tactfully disguised by bearing this all English label



# THE AMERICANS IN BRAZIL

In the long run the U. S. is both the natural customer for Brazilian farm goods and the natural supplier of Brazil's industrial needs. Geography, climate and economics make this inevitable. So far U. S. business sells Brazil about 24% of its imports—cars, oil, machines, iron and steel products. In return, it is Brazil's best market, taking

34% of all Brazil's exports—coffee, cacao, carnauba wax, skins, rubber, manganese, Brazil nuts—averaging \$70,000,000 more a year than what it sells Brazil.

U. S. and Brazilian diplomats get on famously (see inset). In March, Brazil's pro-American Foreign Minister Oswaldo Aranha wangled a new trade treaty with the U. S. getting about \$120,000,000 in American gold to buy capital goods from the U. S. In return the Brazilians will begin to pay interest on the \$900,000,000 in American money long frozen in Brazilian bonds. Said Aranha, "We wish to open the door to Brazil but we insist on keeping the key in our own hands." The U. S. has always agreed to this



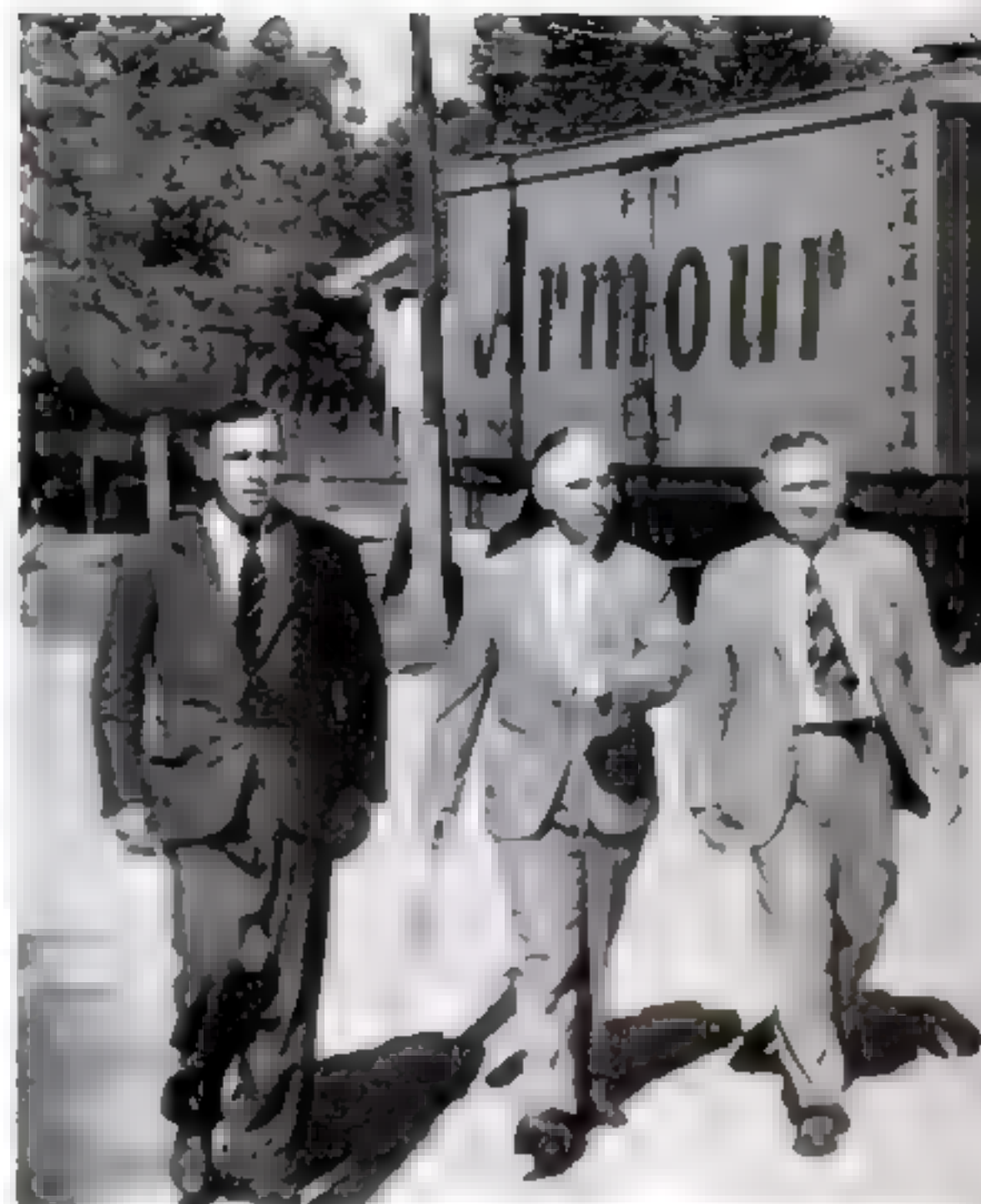
FINANCE MINISTER & U. S. ATTACHÉ DONNELLY

principle, never tried to bargain with the favorable balance of trade it allows Brazil. Symbol of U. S.-Brazil collaboration is the imminent trip to the U. S. of the Brazilian Chief of Staff Góes Monteiro.

Inside Brazil, American businessmen run some \$200,000,000 worth of property. Nearly half of this is American & Foreign Power's. The

manufacturers, whose properties are shown on these pages, own about \$50,000,000 worth. U. S. oil companies have \$33,000,000 in tanks and filling stations.

Americans are not naturally as effective as other nationalities when they get abroad. They are frankly there to make money, not to settle. They make the mistake of acting rich in poor countries. Brazilians, on the other hand, hedge both foreign capital and labor with restrictions and annoyances. But all such frictions are petty in the face of the huge job that needs to be done in developing Brazil and the practical chance that Americans and Brazilians might possibly make the perfect team to do it.



Americans in Brazil are Armour's packing staff—from left: Chief Accountant Jordan, Chicago Lawyer Burd, Assistant Manager Tuck-



A little skyscraper is the São Paulo monument of Standard Oil of New Jersey. Nearly half Brazil's exports come from

São Paulo, which has almost no part in the present government. Here also are most of Brazil's cars and filling stations.



General Motors sells both Opel and Pontiac cars in Brazil. The Opels are manufactured in General Motors' German plants, then





Mr. Treasurer Shrueder, Managing Director Pratt, Chicago Auditor Schmidt. Other packers are Swift and Wilson.



Brazil is a market for International Harvester Co.'s tractors, here shown being unloaded at Rio de Janeiro. American goods

are expensive, when compared with German and Japanese, but here as elsewhere they are generally rated well worth the price.



sent to Brazil. These Pontiacs were made in the U. S. But General Motors also runs an assembly line for Pontiacs at São

Paulo. Most Brazilians prefer Pontiacs to Opels because of the smarter appearance. The chassis in the foreground is a General

Motors truck. Ford does well in Brazil with a somewhat more expensive truck, makes a policy of buying Brazilians



"TO SHAVE FAST, WITH COMFORT—

**DO AS  
BARBERS  
DO...USE  
COLGATE  
LATHER"**

2 OUT OF  
3 BARBERS  
USE COLGATE  
LATHER...  
THE FAST  
FRIENDLY  
SHAVE!



*Long Service*  
Asst. Mgr.  
Terminal Barber Shop  
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For a fast easy lather shave at home, use Colgate Rapid-Shave Cream for these 3 reasons.

### 1. QUICK

because you don't have to prepare your beard before using Colgate Rapid-Shave Cream.

### 2. SMOOTH

because its rich, small-bubble lather melts the beard soft at the base, so your razor cuts clean.

### 3. ECONOMICAL

You can get 200 clean, friendly shaves in every 40c tube of Colgate Rapid-Shave Cream.

**BARBERS KNOW** from long experience that lather gives a smooth, easy shave, because it wilts whiskers soft and fast. And 2 out of 3 barbers use Colgate lather. For shaving at home, use Colgate Rapid-Shave Cream. It whisks up into rich moist creamy lather... loosens the film of oil on each hair of your beard... soaks it soft and limp, easy to cut off smooth and clean. Buy Colgate Rapid-Shave Cream today. Large size 25c. Giant size holding twice as much, only 40c. You can get 200 clean, friendly shaves in every 40c tube.

**COLGATE**  
RAPID-SHAVE CREAM



JOHN CACOPARDO (CENTER) CALLS HIS UNCLE (FAR RIGHT) MASTERMIND OF PLOT

## THE CASE OF THE IMPATIENT WIDOWS

In Philadelphia last week, police threaded their way down the tangled, unsavory by-paths of the greatest mass-murder story in U. S. criminal history. Newspapers called the case the "Arsenic Murders" or the "Insurance Ring Murders." Already 85 deaths—by arsenic, poison hemlock, drowning, automobile—have been traced to the ring; from 100 to 200 more may yet be disclosed. No passion colored these gruesome murders. Impelling motive was insurance. Accused principals and beneficiaries were twelve (to date) widows, callous and unlovely as Eumenides, and four alleged "masterminds" (above and below).

First hint of the great murder ring came two years ago when John Cacopardo, a young band leader on trial in New York for killing his sweet-

heart, told his lawyer an incredible tale of his "witch-doctor" uncle, Paul Petrillo, and a murder-for-insurance conspiracy. Three months ago John Cacopardo faced his "witch-doctor" uncle in a Philadelphia courtroom and repeated his fantastic accusation (above). One clue led to another and by last week coffins were being exhumed daily, police chemists were looking for arsenic in countless caldrons of stewing flesh, and prisoners were being hustled through the lower courts in dozen lots.

Disturbing aspect of the case was the facility with which plotters obtained death certificates, collected insurance money. Sober criminologists wondered if the exposed syndicate was unique, or if many a grave in many another part of the U. S. held the insured victim of an impatient policy-holding wife.



Morris Bolber, "faith healer," is accused of being a leader of the murder ring.



Cesare Valentì, former Mafia member, is said to be gang's go-between and gorilla.



Herman Petrillo, ex-bootlegger, showed wives how to collect, supplied poisons.

CONTINUED ON PAGE 75



# Australia's ROBIN HOOD LIVES AGAIN!

Thrill to the headlong adventure—dangerous romance of fighting men—led by this man named FURY.



*See* This fierce convict gang fight to change a nation's history!



*See* The fight for leadership in the black dungeons of Melapi Valley!



*See* The thrilling escape of Captain Fury from the hell cell.



*See* Captain Fury's desperate leap for life.



*See* The savage crusade of Fury's band against the cruellest man on earth.



*See* Captain Fury carve an empire out of wilderness—win freedom's destiny for an oppressed people—all for the love of a beautiful woman.



OUT of the grim, forbidding bush of pioneer Australia rides Captain Michael Fury, one of the screen's great characters.

The reckless adventure, the danger-filled romance of this great story have been brilliantly recreated for the screen by Hal Roach.

THE "MUST SEE" PICTURE OF THE YEAR!

HAL ROACH PRESENTS

## "CAPTAIN FURY"

SYDNEY

MELBOURNE

Starring

BRIAN

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AHERNE • McLAGLEN

(Great in "Juarez")

(Hit of "Gunga Din")

with

JUNE LANG JOHN CARRADINE PAUL LUKAS

GEORGE ZUCCO DOUGLASS DUMBRILLE VIRGINIA FIELD

Directed by HAL ROACH

Screen Play by Grover Jones, Jack Jeviss and William deMille

Released thru United Artists



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*Gilbert Bundy*

Think only a fine French hand could make anything so sleek? Then meet MUNSINGWEAR dainty *Underlovelies*. Panties and bandeaux that fit as though they grew on you. Knitted by MUNSINGWEAR experts of trioot knit rayon...in Tea Rose or White. Priced sweet and low.

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## BREEZY DOES IT!

Why stew in airtight shoes? This KOOLIE bathes your feet in breezes. Every step forces great gusts of air through the perforations. Cool air in... warm air out. CASINO - U.S. Pat. D193874. White or brown sport calf. Soft toe. \$6.75. Slightly higher West.

## WALK-OVER



Walk-Over prices \$6.75 up  
Geo. E. Keith Company  
Cummington, Brockton, Mass.



## Impatient Widows (continued)

CHIEF INFORMER

ADVISE HUSBAND  
TO STAY OUT  
OF COURT OR

Death. 1. 1779

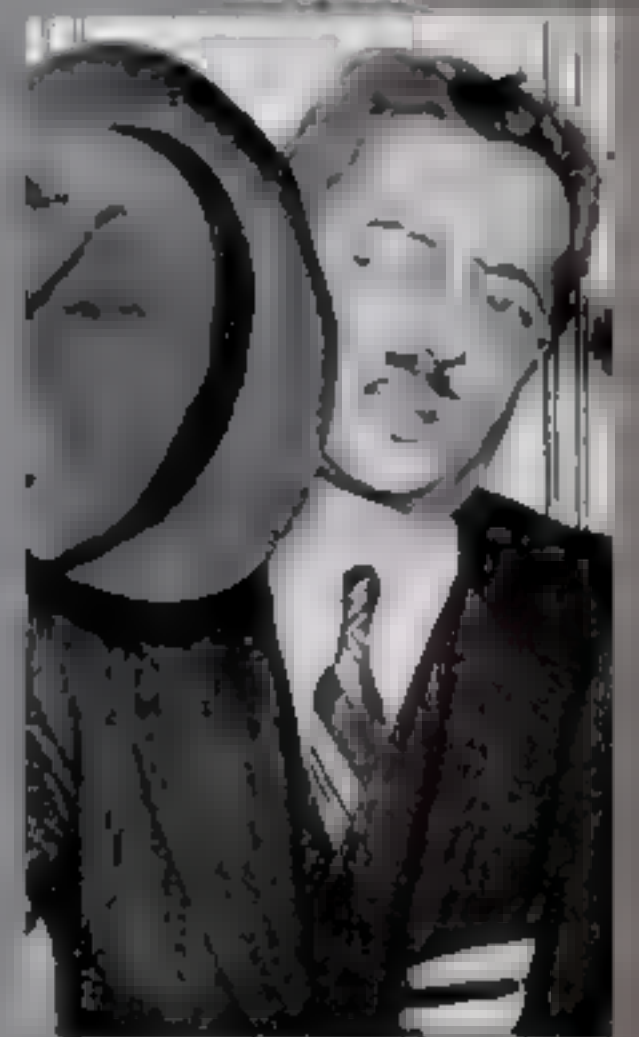
THE NEW YORK TIMES



George Meyers faked a bargain with Herman Petrillo to kill Ferdinand Alfonsi for \$300 in cash or \$2,500 counterfeit money. He then tipped off police. He and his wife received letter (left), threatening his safety if he did not leave Philadelphia.

INSURANCE AGENT

DOCTOR



Reputable professional men entered case when police held Insurance Agent Gaetano Ciminati and Dr. Horace D. Perlman. Ciminati denied he knew his policy-holders were marked for murder. Dr. Perlman allegedly supplied "poison and prospects."

VICTIM



Body of Raymond Mandiuk is exhumed for arsenic tests. Mandiuk was a baker. His wife Agnes insured him for \$13,000, worked as a waitress to earn money for premium payments. In 1935, Raymond Mandiuk died and Agnes Mandiuk gave up her job.



## TWELVE IMPATIENT WIDOWS!



MRS. ROMALDO WENT \$7,500  
WHEN HER HUSBAND DIED



MRS. SAVATE POISONED HER  
HUSBAND, STEPPED



MRS. DAVIS POISONED HER  
HUSBAND FOR \$5,000 INSURANCE



MRS. SHERMAN LIVED WITH HUSBAND  
AND 15 YEARS BEFORE HE DIED



MRS. SHERMAN DEALT WITH  
SOLACE, LOST HER HUSBAND



MRS. JACOBBE TRIED TO  
POISON HERSELF AFTER ARREST

MRS. VOLOSHYN'S  
RUN OVER FOR DOUBLE INDEMNITY

## The Oldest Name in Scotch



**It was 1776**  
when the thirteen colonies  
issued their famous Declara-  
tion of Independence, and  
decided to set up their own  
Government!

## 149 years *before* The Declaration of Independence

### The Haigs were making Scotch!



An exclusive distinction is held  
by Haig & Haig. It is the only  
Scotch with a record of 312  
years of continuous satisfac-  
tion behind it! For the Haigs  
started in 1627—and have with-  
stood competition with thou-  
sands of other brands! And yet—  
despite its distinction—Haig &  
Haig makes no extra charge  
for its great name and fame.

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BLENDED SCOTS WHISKY • 86.8 PROOF

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## SO WE CALLED THEM "RACKETEERS"



It's a racket, we admit. No ordinary costume would do double duty so cleverly. When worn with the skirt you have a tailored outfit smart as anything on the country club piazza. Take off the skirt and you have a pajama ready for beach, tennis court or fairway. Choose it in navy blue, green, or have modern prints, or in rayon rayon in polka dots—either in exciting new colors. The shorts have drop seat. Either costume is \$6.50.

Sold by H. Altman & Co., New York; Mandel Brothers, Chicago; and scores of other good stores throughout the United States. For the name of the nearest store, write Straus, Roper & Co., Inc., Baltimore, Md.



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The fact that nationally known building experts and interior decorators have selected Rittenhouse Chimes for exclusive installation in the nationally known model homes listed below, is more convincing than anything we could say.

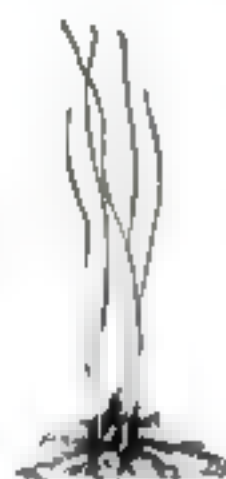
"Homewood, the All-Good Housekeeping House" at the N. Y. World's Fair, P. E. D. A. C. "House of Homes," Rockefeller Center, N. Y. House Beautiful's "Bride's House," New York. "Modern Home of America" Boardwalk, Atlantic City, N. J.

Rittenhouse Chimes were selected for unexcelled quality of tone, styling, workmanship. Various models and finishes. \$1.00 to \$50.00. Your electrical dealer, department or hardware store has them or can get them quickly. Insist on genuine Rittenhouse Chimes.

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Dept. 48 Honesdale, N. Y.

PRESIDENT  
\$2.50 & \$3.00

**RITTENHOUSE**  
ELECTRIC DOOR CHIMES



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For 52 summers the Subscribers and Publishers of LIFE have joined in the common effort of taking little tenement children out of the sweltering slums of New York and sending them to the country where they can meet Nature on her own terms (most of them for the first time).

This year, when the need is greater than ever, we are coming to you again to ask for your help in carrying on our job.

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TIME & LIFE Building,  
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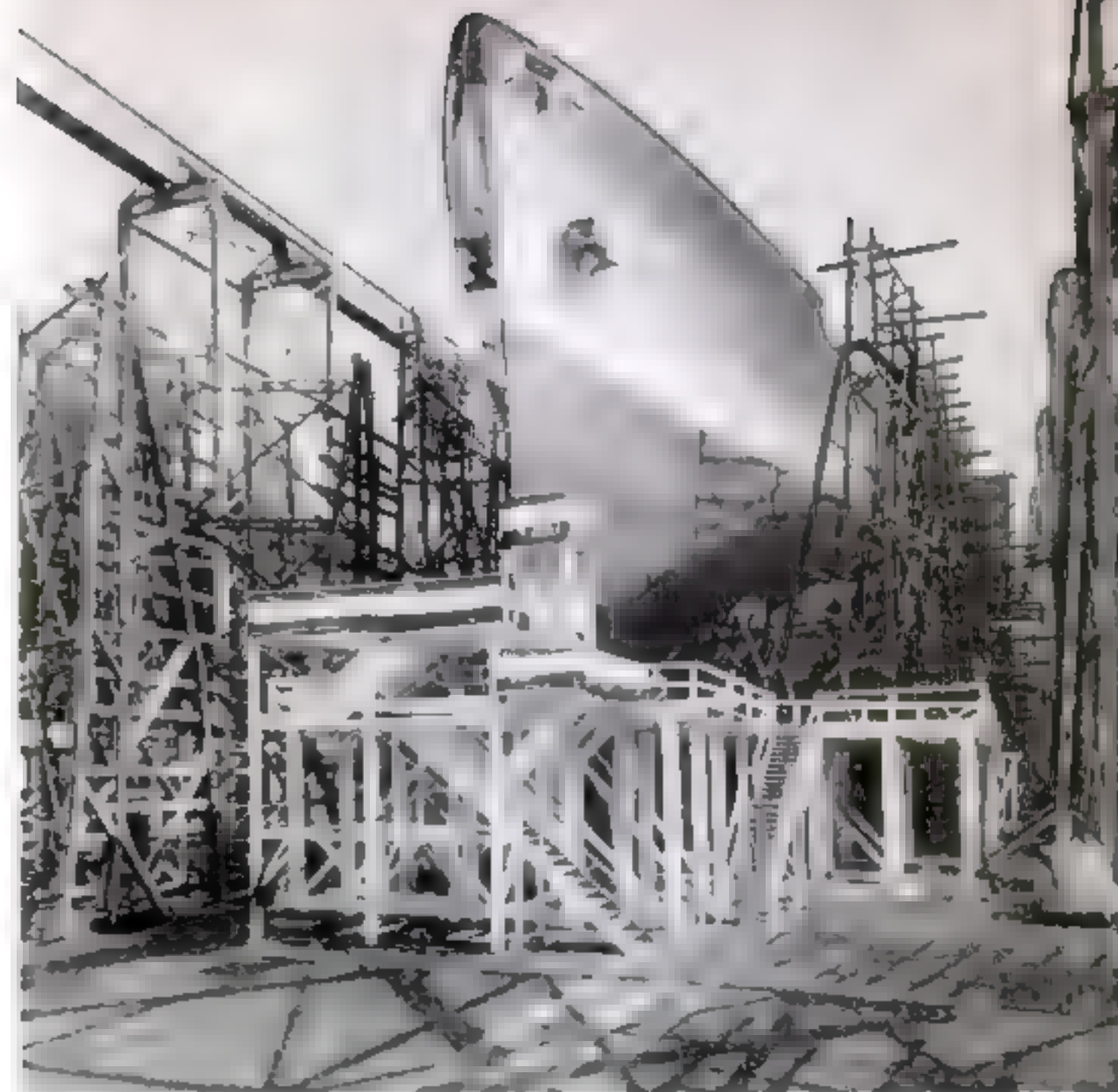
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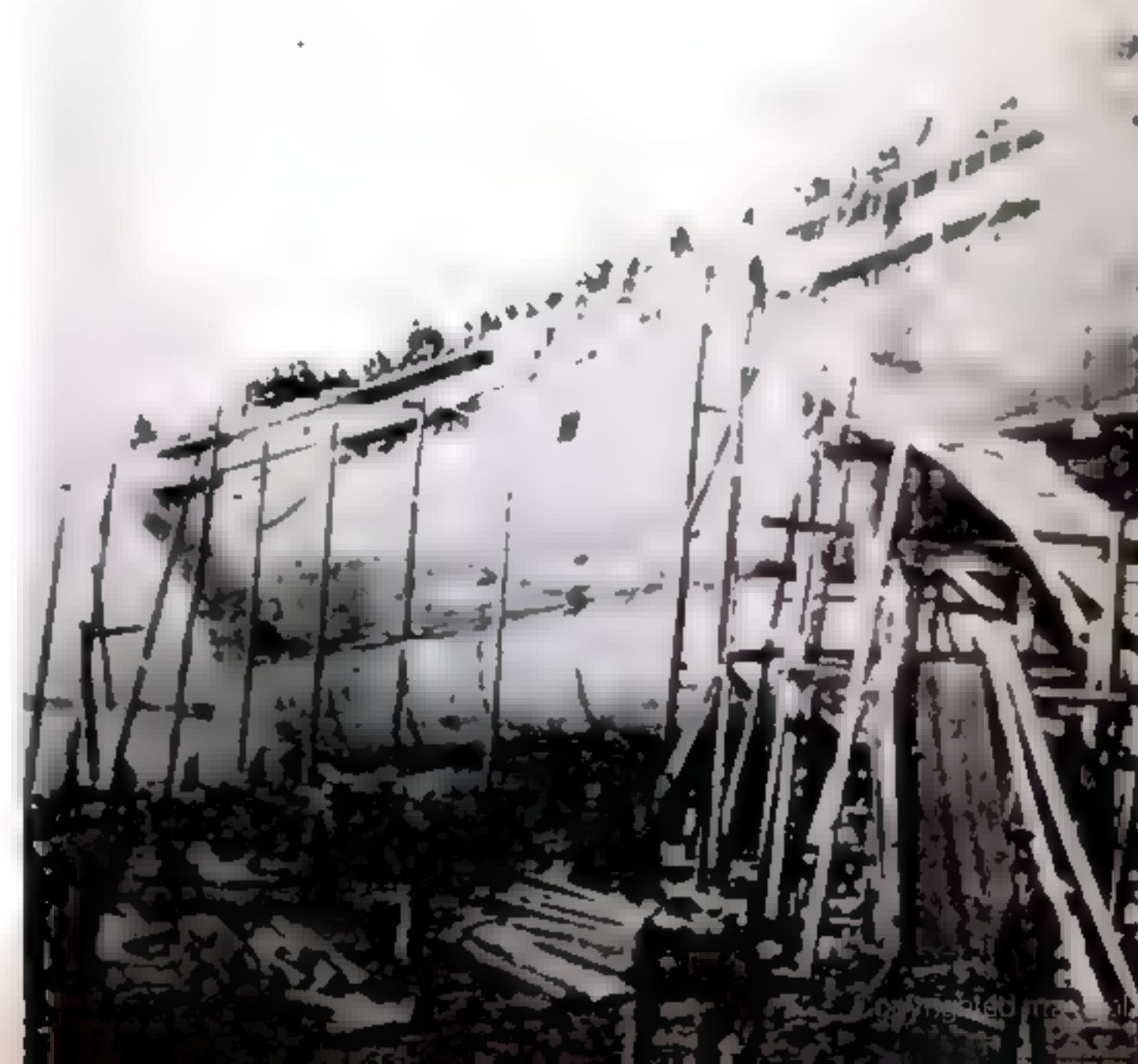


The "Donald McKay" stands in the shipyard waiting for launching. Viewed from below, its bow has the same clean lift that McKay's *Glory of the Seas* (below) had.

## NEW U. S. SHIP HONORS GREATEST OF ALL U. S. SHIPBUILDERS

Donald McKay stood in his East Boston shipyard in 1869 and watched the launching of his newest clipper ship, *Glory of the Seas*. The faded old photograph below shows this historic event. Donald McKay, greatest American shipbuilder who ever lived, worked in a time when the American clippers were the fastest ships afloat and American Merchant Marine was the best on the seven seas. But the *Glory of the Seas* was Donald McKay's last clipper ship. Already U. S. shipping had begun its sad decline.

Donald McKay launched the "Glory of the Seas" in 1869. He stands in foreground, wearing a stovepipe hat. His daughter, who christened the ship, is in right-hand





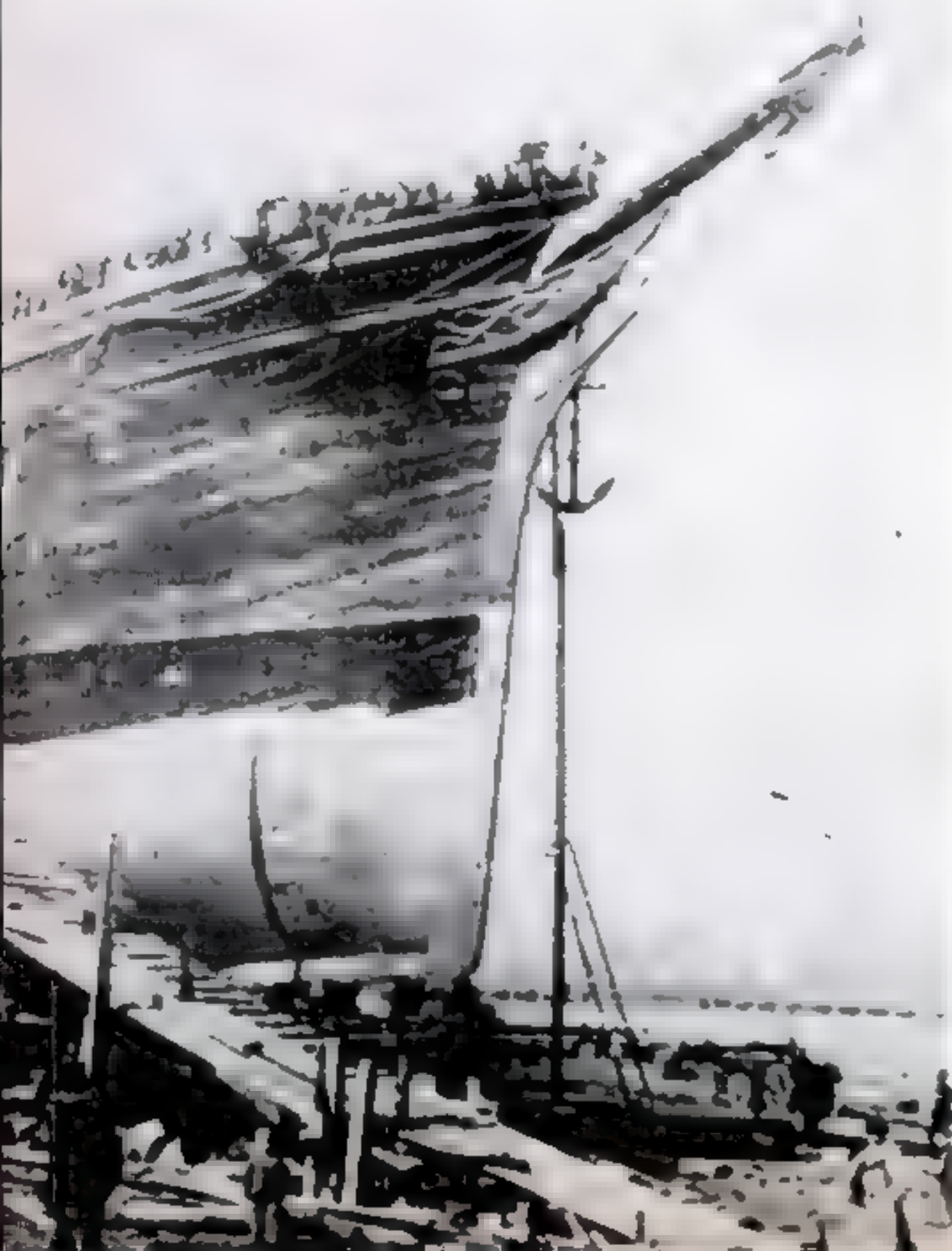


Donald McKay, age 7, christened the *Donald McKay* by grabbing the bottle (left), swinging, and missing (right). Shipbuilder and operator gave him \$1,600 for his work.

Few weeks ago, the name of Donald McKay again figured in a launching. This launching may also prove historic, symbolizing the end of the long decline of U. S. shipping. In the Sun Shipbuilding yards in Chester, Pa., Donald McKay, age 7, great-great-grandson of the clipper builder, christened one of the 50 new boats which the U. S. Maritime Commission has ordered as part of its extensive program to build up and refurnish the U. S. Merchant Marine. The ship was christened the *Donald McKay*. A 9,000-ton freighter, it will be operated by Moore-McCormack Lines, will carry freight, twelve passengers and do 16½ knots.

Some of the ships its namesake built could go faster than this. His *Flying Cloud* sailed around Cape Horn from New York to San Francisco twice in a record 80 days. In 1854 his *Lightning*, fastest sailing ship ever built, averaged better than 18 knots, making an amazing run of 480 miles in 24 hours. It was 30 years before a steamer finally matched *Lightning's* day's-run record.

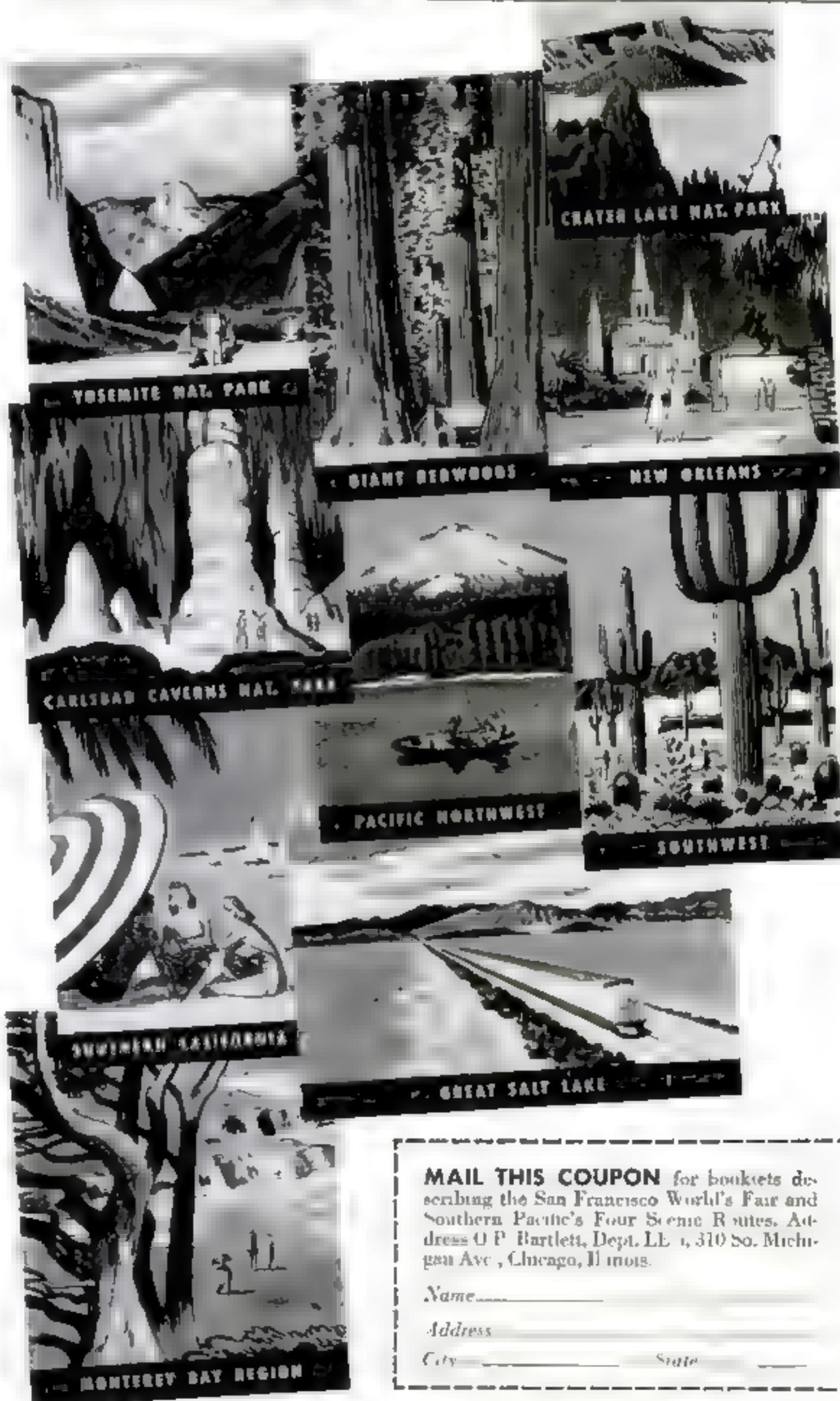
corner. *Glory* set a San Francisco-Sydney record of 35 days. Other Maritime Commission boats will be named after clippers. Some day a new *Glory* may sail the sea.



## How to SEE TWICE AS MUCH on your trip to the San Francisco World's Fair for little or no extra rail fare!

This map shows how Southern Pacific's Four Scenic Routes all meet at San Francisco. The pictures show a few of the great western wonders we serve, many of them exclusively. By going to San Francisco on one S. P. route and returning on another S. P. route, you see twice as much of the West for not 1¢ extra rail fare (from most eastern and mid-western places).

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60 watt sizes  
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WORLD'S FAIR



Girl and boy guides line up every morning in full uniform for a 10-min. drill. There are 20 girls and 60 boys. First on the left is Barbara Wall, the girl on the cover.

## PRETTY GIRLS ARE BIG HIT AT NEW YORK WORLD'S FAIR

The New York World's Fair ended its second week feeling pretty well satisfied with itself. Attendance of almost 2,500,000, including 500,000 free admissions, was up to expectations. The head of the San Francisco Fair came and was impressed. A discordant note, however, came from Chicago where the *Daily News* suggested that Grover Whalen be turned into a national park when the Fair was over.

Undoubted hit of the Fair were the girls who guided visitors around the Fair for small fees. Pretty (see front cover), pleasant and encyclopedic, the girl guides are much in demand. Ever polite and informative, they have had to fend off some strange questions. Some samples: "Where is the periscope?" "When does the helieline take off?" "When do they feed the lagoons?"

Non-guided visitors always interrupt Barbara Wall's tours to ask questions. Even though these answers are given gratis, guides must answer politely and completely.



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**Odd Job (A)** Shown with and without slacks, in light and dark backgrounds. Trim one-piece box-pleated playsuit of dot-stripe Crown-tested rayon with Lanai cloth slacks. Combination of plain-with-print fabrics is fashion news! Gold and Royal, Raspberry and Wood Violet, Char- treuse and Terra Cotta, Royal and Raspberry Sizes 10-20. Complete playsuit and slacks — **7.95**



**Tropic Topic (B)** Exclusive and exciting new "Tropic Sun" pattern on fine spun rayon. One-piece streamliner under wonderfully swirly skater-skirt that flatters divinely! Prints for outdoor hours are a very 1939 ideal Raspberry, Marine Blue, Lime, Gold. Sizes 10-20 and 38-42 — **5.00**

**Tricolor (C)** Classic one-piece playsuit of Crown-tested Lanai cloth under contrasting eight-gore skirt with a third color in the gay sash. Petal Pink suit, Raspberry skirt, Wood Violet sash, Char- treuse, Wood Violet, Raspberry sash; Aqua, Raspberry, Wood Violet sash; Marigold, Royal, Raspberry sash; Wedgewood Blue, Raspberry, Petal Pink sash. Sizes 10-20 and 38-42 — **5.50**

At important shops as listed, plus many others. Write for the name of the one nearest you

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Gimbel Bros.	Philadelphia, Pa.	Mahley & Carow	Cincinnati, Ohio	Forbes & Wallace, Inc.	Springfield, Mass.
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**New Building** of the Modern Museum, on 53rd St. near Manhattan's night-club midway, is less functional than it looks. Glass front let in so much light it had to be boarded up inside.

## *Life goes to the Opening* of the new, \$2,000,000 glass-front building of New York's famed Museum of Modern Art

**T**o celebrate its tenth birthday, New York's Museum of Modern Art, which houses a \$2,000,000 collection of contemporary paintings, sculpture and old movies, elected a new president and moved into a new home. New president was Nelson Rockefeller, whose mother, Mrs. John D. Rockefeller Jr., sponsors the Museum. The new home was a handsome, six-story example of modern city architecture, designed by Architects Philip L. Goodwin and Edward D. Stone.

Opening of the building was the occasion for the biggest show in the Museum's history—an inclusive, stimulating hodgepodge called "Art In Our Time," which, for the edification of World's Fair Visitors, will last all summer. An equally good show was provided by the audience of top-rank celebrities which the opening drew. The turnout of top-rank celebrities was so impressive that it amazed even the celebrities. To give the occasion national significance, President Roosevelt telephoned a speech hailing the growing importance of art in American life.



**Crowd of 6,780**, tops for art exhibits which have thrived in New York this past year, attended the premiere. On display were works of 300 painters, sculptors, architects, photographers.



**Notables** (from left): John Hay Whitney, Mrs. W. T. Emmet, A. Conger Goodyear, President Nelson A. Rockefeller, Mrs. John Sheppard, Edsel Ford and Mrs. John Parkinson Jr.

### ART IN OUR TIME AT THE MODERN MUSEUM



**Lachaise's Floating Figure** is bronze, 53 inches high.



**Burchfield's Promenade** shows characteristic mixture of contempt and affection for shabby houses, reminiscent of artist's hometown of Ashtabula Harbor, Ohio.



**Flannagan's Triumph of the Egg**, is a minute lump of granite. Mrs. John D. Rockefeller Jr. donated it.



**Homer's Kissing the Moon** is a good example of late

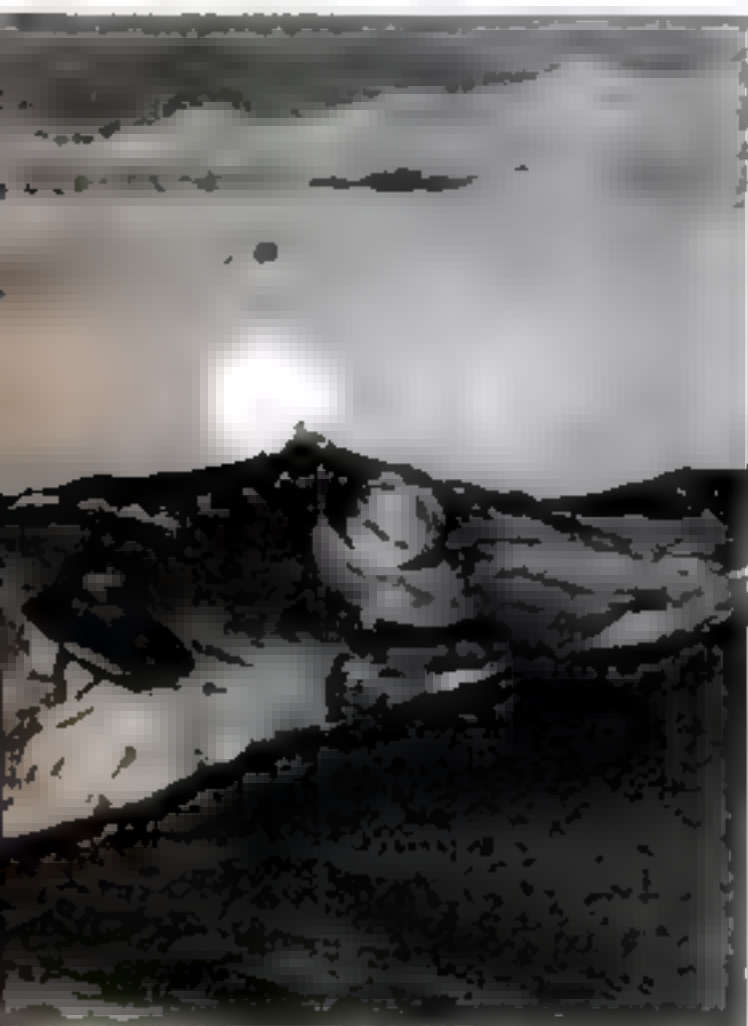




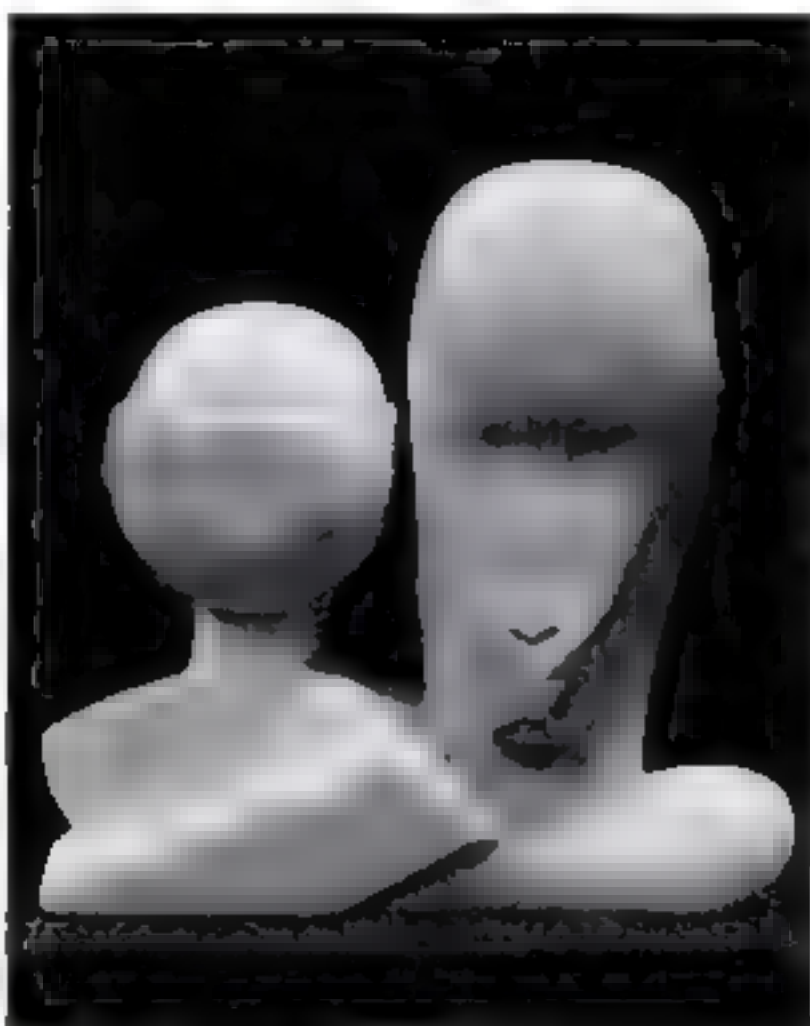
**Mrs. Cornelius Vanderbilt**, a powerful ruler of New York's Old Guard society, can make any function a social triumph

by her mere presence. As is her custom, she swept regally in, bowed graciously to her favorites and swept regally out

again. Here, pointing to press photographers, she is saying: "They have been following me around like this for 30 years."



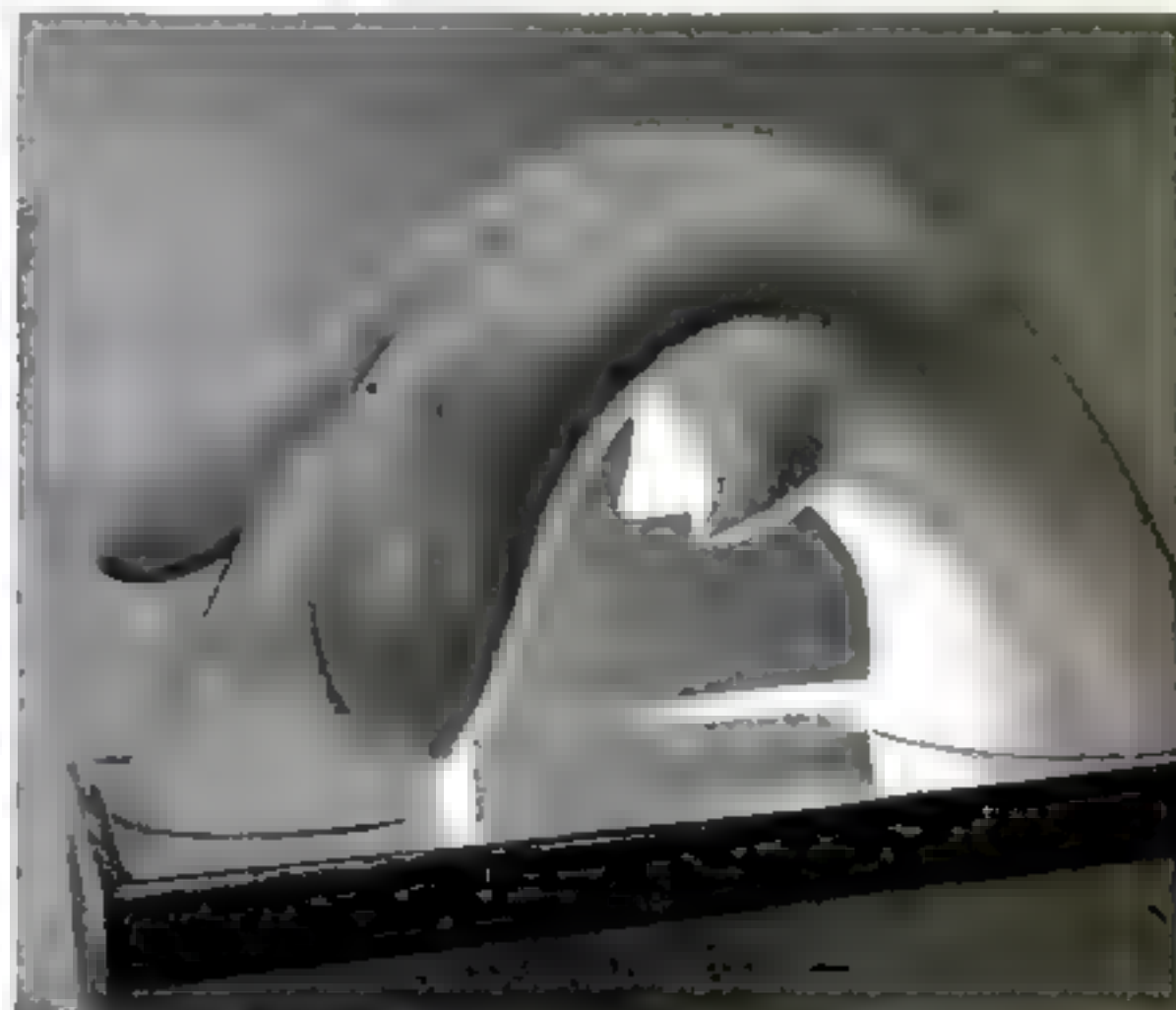
anner of most-famed U.S. sea painter. Turner's earlier work included quiet landscapes.



**Expatriate Jacob Epstein's** *Mother and Child*, like most of his work, arrests by irreverence.



**Picasso's** *Two Acrobats with Dog* is undernourished little group.



**Robus' Girl Washing Her Hair** combines grace with impudence. Cleveland-born Hugo Robus now lives in New York.



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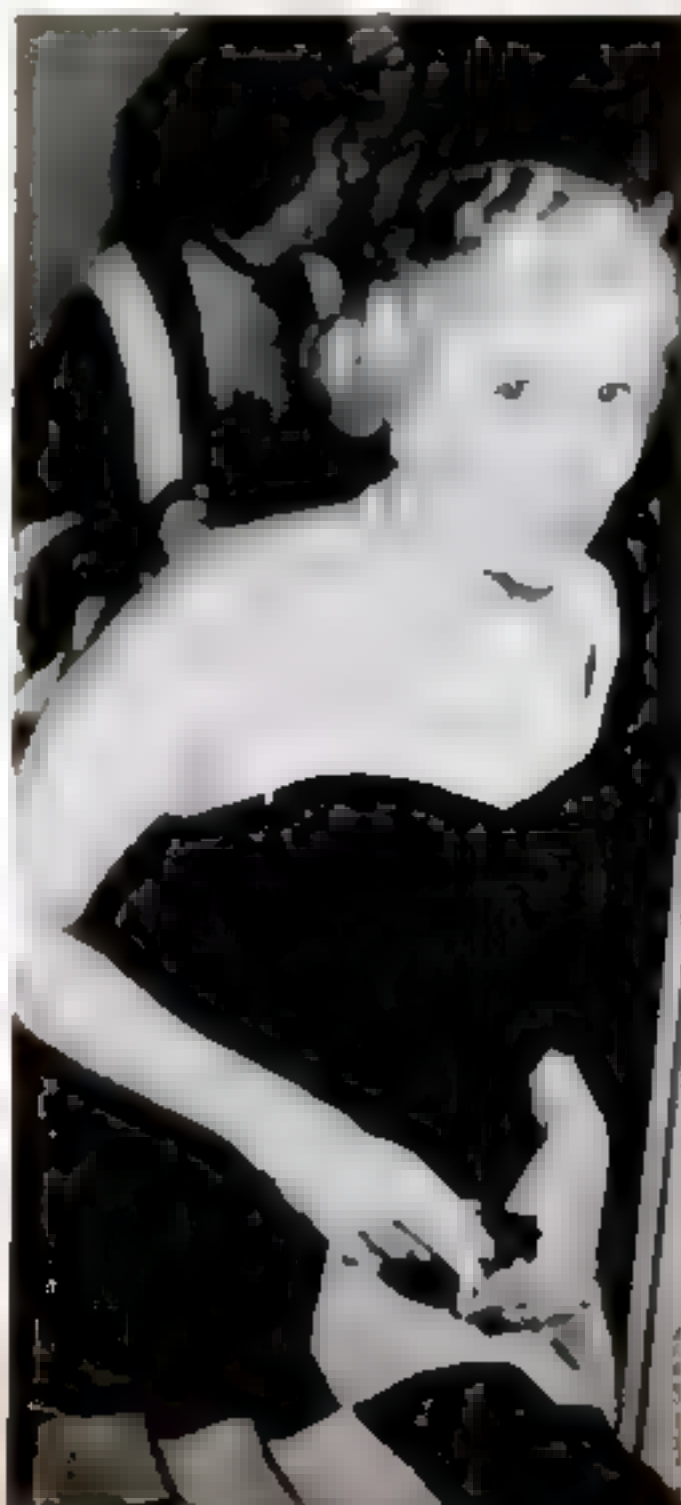


THE FLOODLIT GARDEN BEHIND THE MUSEUM, DESIGNED BY JOHN McANDREW, IS PATTERNED WITH DIFFERENT-COLORED GRAVELS

Mrs. Dwight Davis, wife of ex-Governor  
General of Philippines, attended opening.

Mrs. Vincent Astor is one of the  
8,800 yearly dues-paying members.

Ex-Premier Juan Negrin of Republican Spain is in U.S. to  
arrange Spanish immigration to Latin and South America







Surrealist Salvador Dali talks with Sir Kenneth Clark, director of London's National Gallery (right), Lady Clark (left) and Mrs. Dali in front of a Lipshutz bronze.

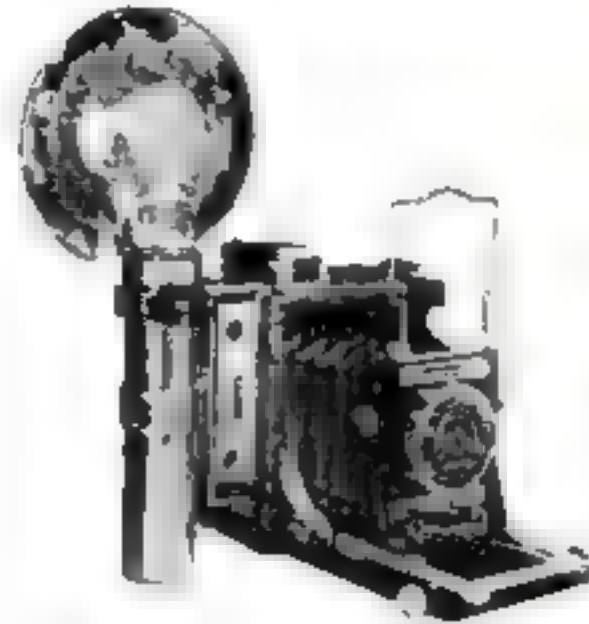


Artist Alexander Calder shows interested Ivy Troutman one of his curious art forms known as "mobiles." Abstractionist Calder also makes "stables" and tin jewelry.

Members' penthouse on sixth floor has curved-glass front wall, with view of Rockefeller Center. Anyone with \$10 can purchase a year's membership in the Museum.



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While in New York for the World's Fair, visit the new Graflex Display Rooms at 30 Rockefeller Plaza.



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## PICTURES TO THE EDITORS

### "I WAS HYPNOTIZED"

Sirs:

While doing newspaper work in Miami recently, I met Dr. Franz J. Polgar, a well-known hypnotist. Dr. Polgar said he could hypnotize anybody. I bet he

couldn't hypnotize me. These pictures show the result. Not only was I hypnotized by Dr. Polgar but under his direction, I walked calmly into the pool of the Roney Plaza Hotel.

THOMAS M. McBRIDE  
Miami, Fla.



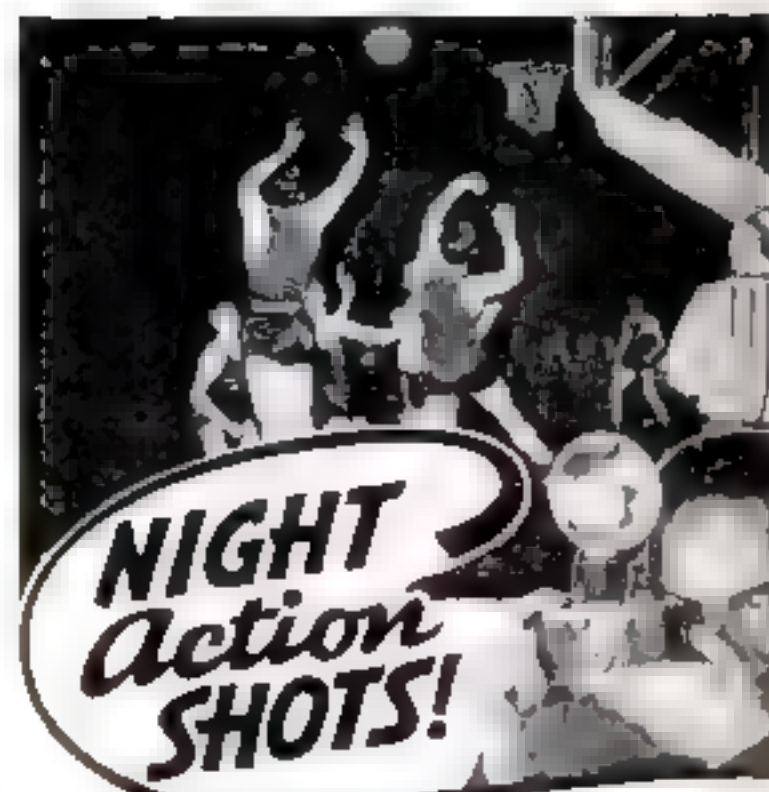
"Dr. Franz J. Polgar practices on himself in front of his bathroom mirror. Dr. Polgar frequently puts himself in a trance for long periods 'because it is so restful.'"



"When he started work on me, I scoffed. But as I listened to his soothing words, the feeling of disbelief was gradually supplanted by a sense of not giving a damn."



"It was not drowsiness that then came over me but a feeling of lightness such as one has in the state between sleeping and waking, when emerging from a dream."

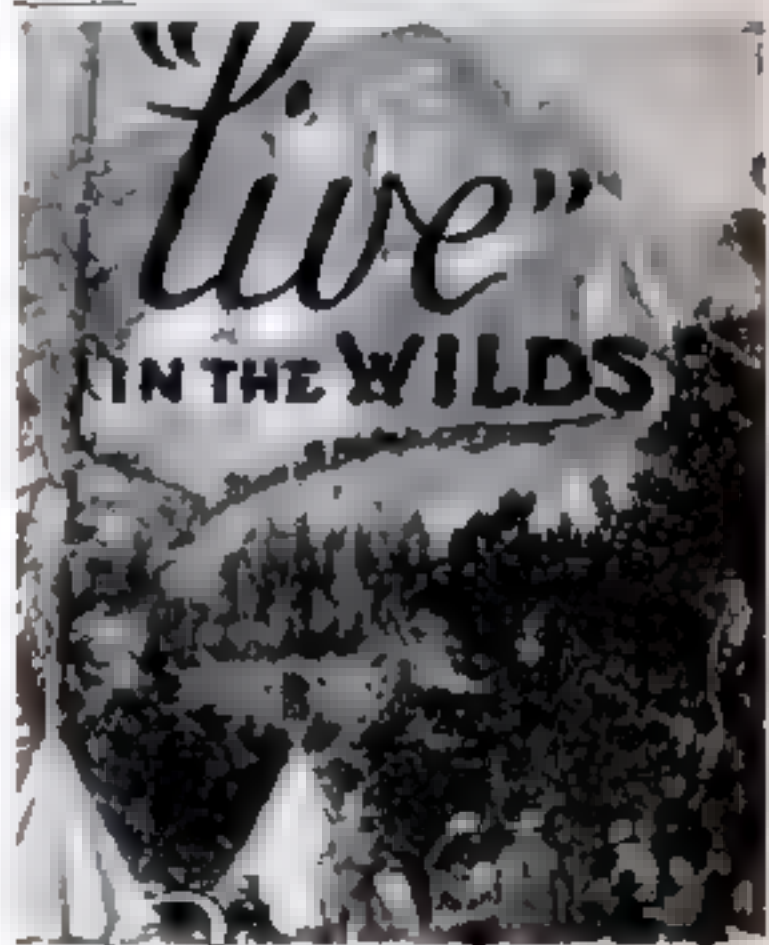


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**1. TAKE ONE** or two tablets of Ex-Lax before retiring. It tastes like delicious chocolate. No spoons—no bottles! No fuss, no bother! Ex-Lax is easy to use and pleasant to take.



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For those who are alive to the high excitement of our vastly stirring civilization of business...

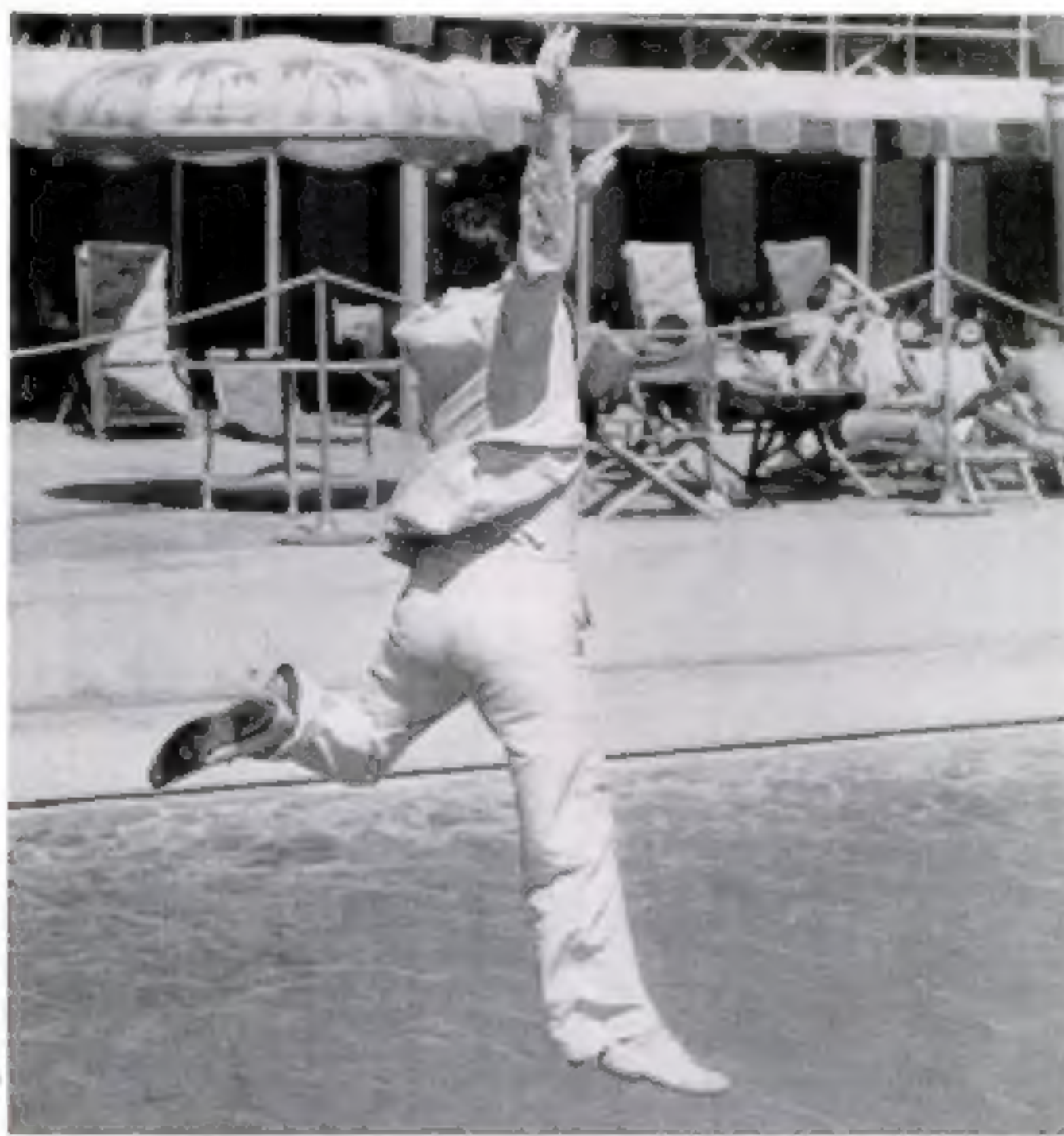
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### YOU'LL HAVE A RIOT OF FUN

If you haven't given a Newspaper Party, be sure to send \$1 to Give-A-Party, 603 Sherman St., Chicago, for a complete party for 12 people. You get clever invitations, four novel games and stunts and unusual place cards.



"The walk to the pool was vague, although I recall squinting because of the glint on the water. I had no control over my actions but there was no sense of being forced."



"The jump into the pool produced no shock when I struck the water. It was as though I had planned it for a long time. All this time I remained in the trance."



"The surprising part of the whole affair was that I wasn't surprised at my dripping clothes when Dr. Polgar brought me out of the trance. It seemed perfectly natural."



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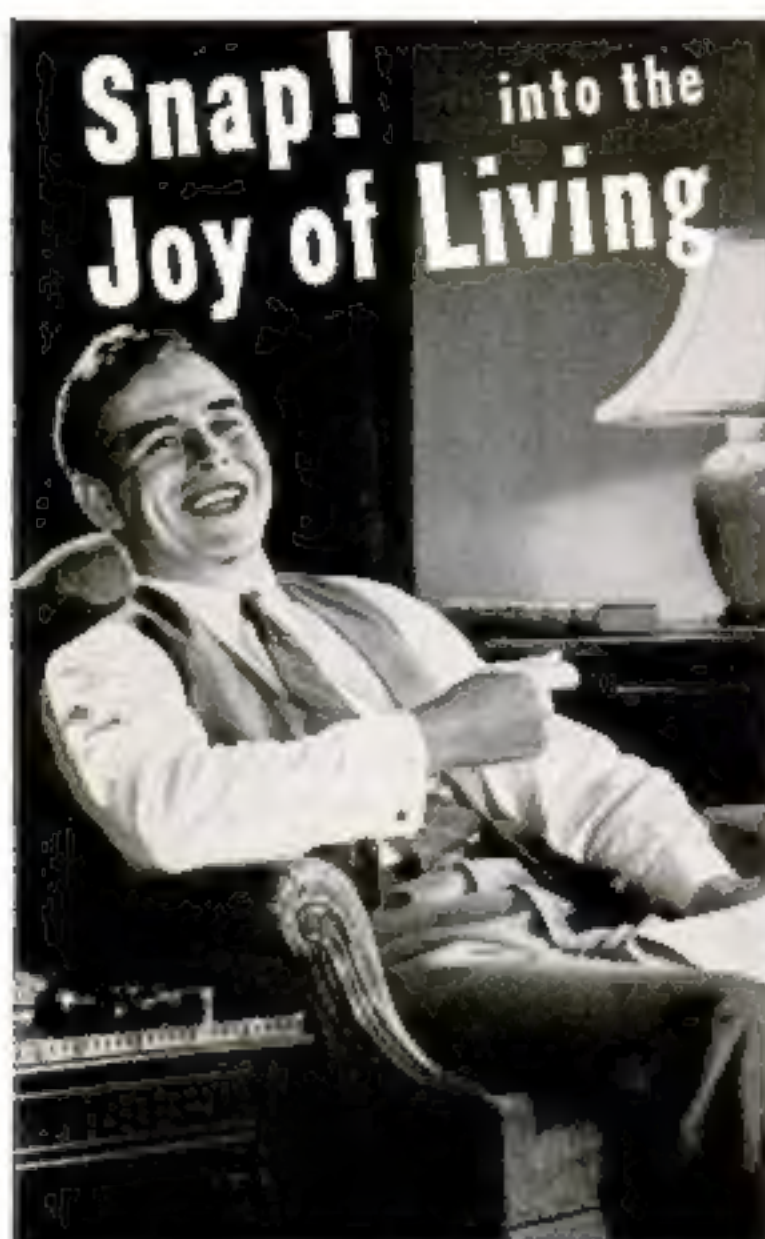
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**M**ISTER MAN, you cannot afford to let so-called "spring fever" slow you down . . . or let you down!

S.S.S. Tonic may be just the "lift" you need this Spring to make you feel better and look better.

when that tired-let-down feeling begins to take hold and you slow-down in your work and thinking as the day wears on, it is well to remember your precious red-blood-cells may have been reduced in number and strength.

#### what causes this change?

Wear and strain of worry, overwork, colds, and sickness often reduce one's blood strength.

But you may rebuild this strength by restoring your blood to normal, in the absence of an organic trouble, with the famous S.S.S. Tonic.

#### improves the appetite

Further, S.S.S. Tonic whets the appetite . . . foods taste better . . . natural digestive juices are stimulated, and finally, the food you eat is of more value . . . a very important step back to health.

Thousands have been benefited by S.S.S. Tonic. You, too, will want to take it to help regain and maintain your red-blood-cells . . . to restore lost weight . . . to regain energy . . . and to give back to your skin that much desired natural glow.

Buy and use with complete confidence and we believe you, like others, will be enthusiastic in your praise of S.S.S. Tonic for its part in making "you feel like yourself again."

You should note an improvement at once, but may we suggest a course of several bottles to insure more complete and lasting recovery.

At all drug stores in two sizes. You will find the larger size more economical.

#### interesting booklet free

Send name and address on post card to S.S.S. Co., Atlanta, Ga., Dept. M-6, for helpful illustrated booklet on The Joy of Living.



## PICTURES TO THE EDITORS

(continued)

### "FREEDOM"

Sirs:

This is a study of the statue of Freedom of Speech, one of the Four Freedoms at the New York World's Fair. (The lady in the background is Freedom of the

Press.) I believe the painter in this case is also acting sort of "free" with the paintbrush.

LERROY MACKERODT

Brooklyn, N. Y.



### PARIS PERISPHERE

Sirs:

I thought the Trylon and Perisphere of the 1939 World's Fair was an original feature until I came across this picture out of a magazine called *The Parisian Dream City*, published in 1900. Well, I

suppose imitation is the sincerest form of flattery as they say and that there is nothing new.

CARROLL N. JONES

Yale School of Fine Arts  
Yale University  
New Haven, Conn.

● The Terrestrial Globe was built for the Paris Exposition of 1900. Inside the Globe was a smaller globe revolving on an axis like the Earth's. Visitors could stand on the inner globe and gaze at the inside of the big shell, which was painted with the planets. Unfortunately, the public of 1900 mistrusted the safety of the startling structure and the Globe was a commercial flop.—ED.



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**\$750**



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Choice of several light weights — each guaranteed water-proof! Smart single and double breasted models.

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The utmost in fashion for storm or sport. Galecloth is water-repellent, wind-proof, dust-proof. Single and double breasted styles.

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See Our Exhibit  
New York World's Fair 1939

# ALLIGATOR

RAINCOATS • GALECOATS  
THE ALLIGATOR CO., ST. LOUIS, MO.



These  
*World's Fair*  
visitors  
sure keep me  
hopping



**1. Visitor:** "Gosh, what an experience! Wait till I tell the folks at home about it! But I better go back to the hotel and give my eyes and feet a rest. There are almost *too many* exciting things to do and see at this World's Fair!"



**2. Visitor:** "Son, I want to celebrate the thrill of a lifetime! Tell me, what kind of whiskey do folks drink here in New York?"

**Bellhop:** "Well, Sir, when they're having a good time they Double their Enjoyment with TEN HIGH."

**3. Bellhop:** "Here you are, Sir—the famous whiskey with 'No Rough Edges'!"

**Visitor:** "Say! This TEN HIGH is smooth—and it tastes like a million! Boy, hand me my shoes—I feel like going out to the Fair again this evening!"

Why Ten High has  
*"No Rough Edges"*

Until you taste TEN HIGH you'll find it hard to believe that any whiskey at any price can be so rich, yet be so gloriously light in body! And here's the secret:

TEN HIGH is distilled under doubly careful control in the world's largest distillery. Nothing is left to chance—so "No Rough Edges" can possibly mar its perfectly balanced, light-bodied flavor. Check the difference yourself *today*. Ask for TEN HIGH at your favorite bar or liquor store. It costs no more to Double Your Enjoyment of your favorite drink. 90 Proof. Hiram Walker & Sons Inc., Peoria, Illinois.



**TEN  
HIGH**

STRAIGHT BOURBON  
WHISKEY

*Double your enjoyment with*



"I found a new kind of cigarette enjoyment when I began to Let up—Light up a Camel"

JOHN I. WAGNER  
CHIEF TEST PILOT



**1** ALL WOUND UP AND READY TO GO. That's John I. Wagner enjoying a Camel cigarette as he climbs into the cockpit of a shining new Vultee plane. He makes about 40 test flights per month, puts the new models through their paces. A big job, yes. But perhaps the hard

work and adventure make the enjoyment of life's pleasures all the keener—for he certainly admires Camels! Discussing his work and interests recently with a newspaper man, John Wagner said: "After a test flight, it's swell to let up—light up a good-tasting Camel."



**2** HERE HE GOES! Below, the snow-capped Sierras...the browns and blues of California. A flier must be sure of his nerves. And Wagner, like Lee Gehlbach, Col. Roscoe Turner, and other famous pilots, prefers to smoke mild, good-tasting Camels.



**3** THE CLASSIC TEST of planes and men—the power-dive. The start: 20,000 feet up...now put her nose down...motor wide open...wings scream...the pull-out...and the dive is over. How would you like to do that 40 times a month...or once?



**4** BACK ON terra firma, and it tastes good to let up—light up a Camel again. "I changed to Camels several years ago and found a new smoking delight," Wagner says. "Camels are swell—milder, non-irritating, packed with full, round flavor."



**5** "THAT CAMEL MILDNESS has meant a lot to me," he goes on, "because I'm a real steady smoker and Camel is one cigarette that never tires my taste—just keeps on giving me smoking pleasure at its best." Camels will appeal to you too!



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R. J. Reynolds  
Tobacco Co.  
Winston-Salem,  
N. C.

FOR  
SMOKING PLEASURE  
AT ITS BEST  
**CAMEL...**

THE CIGARETTE OF  
COSTLIER TOBACCOS